

FITNESS MADE EASIER

TIPS FROM THE EXPERTS

Riding Horses Gallops In Popularity

(NAPSA)—Whether it's the beauty of an arched neck and flowing mane, the tremendous power in thundering hooves, or the gentleness of a nuzzling nose, there's something profoundly captivating about horses.

The fascination begins early. In fact, a recent survey found 40 percent of Americans wanted a horse when they were kids. But, unlike most childhood dreams, this one doesn't go away. The same survey found 41 percent would like to be given a horse this year.

It's no surprise, then, that more Americans are fulfilling their dreams of horse involvement. They are going on vacations at working dude ranches—taking riding lessons in the city—skipping boring gym workouts and getting on horseback to fulfill fitness routines—and even making a difference by using horses in unique therapy programs.

And, they are finding ways to do it on a budget. “Many people think you have to be wealthy or live in the country to enjoy horses,” said Bill Brewer, executive vice president of the American Quarter Horse Association (AQHA). “But it's much easier and less expensive than you think. AQHA's goal is to connect people with horses, regardless of interest level, age, or income.”

Brewer mentioned there are several cost-effective options that don't include horse ownership, such as leasing, time-sharing, vacationing at a guest ranch, or taking lessons. “With these options,” he added, “there has never been a better time to get involved.”

Now AQHA is making it easier than ever to get started by offer-



A new gift set makes it easier to get in the saddle and learn how to ride a horse.

ing a special “Love of the Horse” gift set for just \$30 (retail value of \$90). A gift appropriate for any occasion, the set comes in an adult and youth version. The youth gift includes a one-year membership to the American Quarter Horse Youth Association; “The Kids Book of the American Quarter Horse,” a light-hearted introduction to the world of horses; a starter booklet; and the kicker: *a gift certificate good for one free riding lesson from an approved professional trainer.*

In the adult set, the youth membership and book are replaced with a Breyer model horse and adult version of the book.

“The gift package is an easy way to make a dream for a horse come true,” Brewer added. “A riding lesson—on a safe and dependable breed like the American Quarter Horse—is a fun and safe way to introduce someone to the love of horseback riding.”

To purchase a “Love of the Horse” gift set, consumers can contact AQHA at 1-877-4AHORSE or visit www.4ahorse.com.