

ANNOUNCEMENT

A NEW CANADIAN HORSE ALLIANCE IS FORMED

MONTREAL, Nov. 19 /CNW Telbec/ - The provincial equestrian organizations of Alberta, Saskatchewan, Quebec, Nova Scotia, Prince Edward Island, and Newfoundland & Labrador are proud to announce the incorporation of a new national alliance of equine organizations under the provisions of the Canada Corporations Act. The name of the new organization is pending approval of Industry Canada and a further announcement is forthcoming.

The Alberta Equestrian Federation, the Saskatchewan Horse Federation, Fédération équestre du Québec, Nova Scotia Equestrian Federation, the Newfoundland Equestrian Association, and the Island Horse Council, have been working together for more than a year to explore ways to promote and protect the interests of their members and of horse enthusiasts everywhere.

The six founding member organizations of the new alliance have for many years been leaders in the delivery of local programs and services to the equine sector, and have been supported by growing individual memberships reflecting the diversity of the equine community from coast to coast.

The six organizations represent more than 30,000 Canadians. It will be the mission of the alliance to harness the collective assets of member organizations to develop, strengthen and promote horse-related initiatives that respect this diversity. In particular, the alliance aims to invest in sport, recreation and industry development at the local and grass-roots level, assisting traditionally under-represented or under-served horse people and organizations to achieve mutually-identified goals. One of its first initiatives will be the introduction of a true Canadian Championships event. The overriding aim of the alliance will be to protect and promote the horse and horse welfare, whether in sport, agriculture, or as a family companion.

In its first year of business, the alliance will be communicating its aims and objectives widely, in the hope that horse people and organizations will join with it to build a national organization that is a clear reflection of the diversity and richness of horse life in Canada. The six founding members recently met in Alberta to formulate their priority objectives for 2011, and once its corporate name is approved a more detailed announcement will be published. At its first meeting, a board of directors consisting of the six presidents of the founding members was established, and Dixie Crowson of Vauxhall, Alberta will serve as its first President.

For further information:

Claire Milton, Media Representative at 902-523-1937