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## FOR IMMEDIATE RELEASE

### **Awards Recognition Concepts Joins Arabian Horse Association as Corporate Sponsor**

**(25-APR.-16) – AURORA, COLO.** – The Arabian Horse Association (AHA) is proud to announce [Awards Recognition Concepts](#) (ARC) as an official Corporate Sponsor and Sponsor of the AHA Frequent Rider Program for the 2016-2017 year.

ARC creates a variety of trophies, plaques, notebooks, tack and other awards specifically designed for shows and events. Their large catalog of apparel and items allows them to custom create awards and pieces for any breed, sporting event or show in and outside of the equine industry.

The company's service to the equine industry through awards and various recognition apparel is recognized through quality craftsmanship, great customer service and knowledge of horses and the athletes who ride them.

"ARC continues to grow and is emerging as one of the premier award providers in the equine industry," said Jody Stoddard, AQHA senior director of operations and ARC. "We are proud to not only grow within the equine industry, but to be the official sponsor of the Arabian Horse Association's Frequent Rider Program and to recognize those spending time doing what they love – riding horses."

AHA's relationship with ARC first started in 2015, when ARC became the "Official Trophy Provider" for AHA's Youth, Sport Horse and U.S. National Championship Horse Shows. In 2016, ARC continues in the capacity of the "Official Trophy Provider" for these events.

ARC's Corporate Sponsorship includes recognition as the Official Sponsor of AHA's Frequent Rider Program, through the provision of milestone awards for participants. The Frequent Rider Program is designed to reward Arabian, Half-Arabian and Anglo-Arabian equestrians for their time spent in the saddle or the driver's seat, outside of the show ring.

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As AHA ramps up its marketing of this program, ARC will sponsor the awards, giving AHA members new incentive to participate, while re-engaging inactive members of the program and enticing others to membership with AHA.

“We are so excited to be partnering with ARC for the benefit of our members and Frequent Rider Program participants,” says Julian McPeak, AHA Director of Marketing. “Our Frequent Rider Program really has huge potential to not only attract new people to the breed who are not interested in showing, but also to retain other members. ARC’s provided awards will play a huge role in helping us to accomplish our goals for this program this year and beyond.”

AHA is extremely excited to welcome ARC as an official Corporate Sponsor and Official Sponsor of the Frequent Rider Program. AHA members can access discounts on their apparel and awards through the Corporate Sponsorship. For more information on ARC, visit: [www.arabianhorses.org/additional/sponsors/corporate-sponsors](http://www.arabianhorses.org/additional/sponsors/corporate-sponsors) or <https://aqha.com/arc/>.

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AHA is a major equine association serving 85,600 Arabian, Half-Arabian and Anglo-Arabian horse owners across North America. AHA registers and maintains a database of more than one million Arabian, Half-Arabian and Anglo-Arabian horses and administers approximately \$2 million in annual prize money. AHA produces championship events, recognizes over 400 Arabian horse shows and distance rides and provides activities, education, and programs that promote breeding and ownership.

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