

Time to Ride Challenge includes movie screening opportunity.

Time To Ride, an initiative of the American Horse Council's Marketing Alliance, is proud to announce that the "Time to Ride Challenge" will give participants a unique opportunity to engage the public by hosting a movie screening event featuring the family drama Spirit Riders. Time To Ride's mission is to connect families to horseback riding and other activities in their local area,

Spirit Riders is a Dove Foundation endorsed family film depicting a budding bond of trust built between two outcasts: an endearing former race horse, Blaze, and a troubled teen, Kacie (Allie DeBerry of Disney's Ant Farm), both struggling with tragedy. Together, they weave a heartfelt friendship that helps both of them to overcome their past. Shot on location in Texas by local filmmakers, Edgen Films, as part of their Family Films for a Cause, Spirit Riders was directed by Brian T. Jaynes. The cast includes Lance Henriksen, C Thomas Howell, and Olivia Osteen. The film is available exclusively at Walmart stores as of May 26, with widespread DVD and VOD availability following in June.

The backdrop of Spirit Riders takes place on an equine therapy ranch in Texas, where the film's first screening took place last month. The filmmakers hope it will be first of many screenings hosted throughout the country that will educate and inspire many to get on a horse. Lead actress and popular teen star Allie DeBerry will lend support via social media to share her own amazing experience connecting with horses throughout filming.

Hosts registered for the Time to Ride Challenge will have a unique opportunity to host a local screening of the film, an ideal way to connect with local families interested in horses and invite them to further hands-on experiences. Time to Ride and Global 3 Media will be supporting participants' screening efforts with varying levels of participation available. This can include everything from a simple movie screening to special appearances from cast members. There will also be a national sweepstakes challenge and numerous opportunities to win movie memorabilia, autographed photos, a \$500 gift certificate from Dover Saddlery, a \$500 gift certificate from Smith Brothers to be applied to the purchase of a saddle, riding apparel, toys and much more via the Spirit Riders Facebook page. Prizes are provided by members of the American Horse Council's Marketing Alliance.

To host a movie screening or to get more information about the Time to Ride Challenge visit www.timetoride.com

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www.ridingmagazine.com

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