

FOR IMMEDIATE RELEASE

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The Alpharetta Convention Visitors Bureau Sponsors Two Georgia Equestrian Associations

Taylor Equestrian Marketing (TEM) is pleased to announce the Alpharetta Convention and Visitors Bureau (CVB) as the title sponsor for the Horse Show Venture's groundbreaking 2013 \$1,000 Leading Rider Challenge. The Alpharetta CVB is also participating in a sponsorship of the Georgia Dressage & Combined Training Association for the 2013 show season.

Horse Show Ventures offers quality hunter jumper shows for every level of horse and rider. For more than 11 years, HSV has created a welcoming show environment for beginners to advanced amateurs and professionals in both locally rated GHJA shows. This year HSV is launching its \$1,000 Leading Rider Challenge, which gives the top three money winners in the series the opportunity to earn year end cash bonuses. The Alpharetta CVB is participating as the title sponsor of this program, which will be named the Alpharetta Convention and Visitors Bureau \$1,000 Leading Rider Challenge.

"Horse Show Ventures is the first local horse show production company to offer cash prizes for leading riders, which provides fun and recognition within the show series for a variety of riders," said Morgan Taylor, HSV president. "We are excited to have the Alpharetta Convention and Visitors Bureau as a sponsor partner for this groundbreaking challenge."

"We are thrilled to be a community sponsor of the GDCTA and HSV," said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. "This sponsorship will continue to help the Alpharetta CVB be involved in the local community and we expect the shows these associations host will bring families to our awesome city to stay in one of our 23 modern and upscale hotels and to explore our shopping, restaurants, and events."

In addition to the HSV title sponsorship, the Alpharetta CVB is a sponsor of the 2013 Georgia Dressage & Combined Training Association. The GDCTA events attract high level riders and spectators from throughout the southeast providing a great opportunity for the Alpharetta CVB to reach visitors to the community.

Taylor Equestrian Marketing is a brand, sponsorship and promotional product marketing firm serving the equestrian industry. TEM creates comprehensive marketing, public relations and sponsorship programs for all types of businesses to reach the dynamic equestrian consumer market.

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The Alpharetta Convention and Visitors Bureau

www.awesomealpharetta.com

Horse Show Ventures

www.horseshowventures.com

Georgia Dressage Combines Training Association

www.gdcta.org

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www.tayloreqquestrianmarketing.com