



FOR IMMEDIATE RELEASE

RIDING RESOURCE: FREE PREMIUM LISTINGS FOR NON-PROFIT FACILITIES



Atlanta, GA – October 13, 2010 – RIDING RESOURCE has instituted a program making its Premium Listings on <http://www.RidingResource.com/> available free of charge to non-profit facilities.

Riding Resource’s Premium Listings, which are usually a paid service, are now being offered for free to recognized therapeutic riding locations, rescue/rehab facilities and other 501C3 organizations that can provide proof of their tax-exempt status.

As their entire staff is comprised of equestrians, Riding Resource is often looking for ways to give back to the community. “These free Premium Listings are our way of saying ‘thank you’ to all of the wonderful, yet often overlooked, locations out there that work so hard for such great causes”, states Riding Resource Co-Founder and Director of Marketing, Ainsley Hyman.

Riding Resource’s Premium Listings include all of the detailed information about what a particular stable has to offer including which disciplines are accommodated, what services and amenities are offered, pricing information, photos of the location and much more!

For those looking to get involved, the set-up process is easy and straightforward: simply fax a copy of the location’s IRS tax-exempt determination letter or other documentation to the Riding Resource main office along with the facility’s contact information and a list of which services are offered.

The listings on RidingResource.com are also cross-posted to other equine sites such as EquiSearch.com, Equine.com and DiscoverHorses.com for added exposure at no additional charge.

Traditional for-profit facilities and other business locations can choose to purchase a Premium Listing at a cost of \$10/month via the RidingResource.com website.

About Riding Resource

Riding Resource is the only fully-searchable online directory of horseback riding stables in the US and Canada. An innovative filter-based search technology allows users to mix and match as few or as many options as they’d like to find a place that offers the exact services and amenities they’re looking for. Users can also specify location and maximum travel distance to find convenient nearby facilities.

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