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## American Equestrian Trade Association to Launch **AETA Gives** Program at January 2018 International Trade Show *Equestrian Non-profits Invited to Attend for FREE*

### FOR IMMEDIATE RELEASE

Harrisburg, PA (November 21, 2017) – The American Equestrian Trade Association (AETA) announced today that it will launch the new **AETA Gives** program at the upcoming AETA International Trade Show to be held January 27 – 29, 2018 at the Greater Philadelphia Expo Center in Oaks, PA.

AETA Gives is a new initiative of the association to connect individuals and businesses with equestrian causes, issues, people and organizations that are important to the industry. AETA's first goal with the launch of AETA Gives is to raise awareness of the important work that non-profits are doing in the equine industry; and to connect them with those who are dealing in equestrian trade.



"AETA's long-time mission has been *Uniting Equestrian Trade*," explains AETA Board of Directors President Kelly Herd. "AETA Gives is another way that we can foster building networks within the industry to grow the industry."

**The association will launch AETA Gives on Saturday, January 27 at 6 p.m. at a networking reception immediately following the first day of its January 2018 Trade Show.** The reception will feature an expo of non-profit organizations that are making a difference in the equine industry. "Retailers and manufacturers can mix and mingle with each other and representatives from non-profit equestrian organizations," said Herd. There will be complimentary food and a cash bar at the kick-off event.

"The great thing about AETA Gives is that it will broaden our collective network," said Herd, who pointed out that charitable giving can be an important part of any good marketing plan. "Whether it is a local horse therapy group or a national initiative, supporting an equestrian non-profit is a way to connect with your business with the industry." Herd noted that support is whatever makes sense for an individual business, and can range from helping raise awareness to educating supporters, inspiring advocacy and financial support. "We want to help connect people with equestrian initiatives that they care most about."

Equestrian non-profit organizations can participate for free at the January 27 AETA Gives reception. Contact AETA Events Director Lori Zelesko at 717-724-0204 or [events@aeta.us](mailto:events@aeta.us) for more information. Information about the AETA International Trade Show can be found [aeta.us](http://aeta.us).

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## American Equestrian Trade Association

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