

NEWS RELEASE
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ELCR Welcomes USRider Equestrian Motor Plan as a Premier Conservation Partner

The Equine Land Conservation Resource (ELCR) is pleased to announce that USRider Equestrian Motor Plan is supporting our mission of advancing the conservation of horse related lands by becoming a Premier Equestrian Partner. USRider joins a growing number of national equestrian organizations that have already partnered with ELCR.

Through its Equestrian Motor Plan, USRider provides emergency road service to its Members in the lower 48 states as well as Alaska and Canada. Designed for those who travel with horses, USRider provides roadside assistance and towing services, along with other travel-related benefits geared especially toward horse owners. For more information about USRider, visit the USRider website at www.usrider.com or call (800) 844-1409.

“With thousands of active equestrians as Members, many of whom participate in trail riding regularly, we are proud to join ELCR’s Conservation Partners Program”, says Mark Cole of USRider. “While USRider is very well known for our support of Large Animal Emergency Rescue as our corporate philanthropy, we believe it is incumbent on us as an organization to support initiatives that preserve and create spaces for our Members and other horse owners to enjoy their equine pursuits. With accessible lands vanishing all across the country, we whole-heartedly support the ELCR for the work that they are doing today, so we can enjoy our equine activities tomorrow and for generations to come. We encourage other equine industry businesses and organizations to do likewise.”

“The addition of USRider as a Premier Level Conservation Partner further expands our reach to conservationists and equestrians throughout the United States,” says Nancy Hamill Winter, President of ELCR. “USRider’s recognition of the land loss crisis in the United States speaks to their insight of the impact this land loss represents to the horse industry and future generations.”

ELCR’s 140 Partner organizations, representing 1,072,060 members, have each made a strong financial commitment to assist with raising awareness and educating of horsemen on issues of land protection for horses. Our Partners’ recognize that, regardless of breed, discipline or product specialty, the U.S. land development rate of 250 acres per hour jeopardizes the future of equestrian recreation, sport and lifestyle.

About the Equine Land Conservation Resource (ELCR)

The Equine Land Conservation Resource is the only national not-for-profit organization advancing the conservation of land for horse-related activity. ELCR serves as an information resource and clearinghouse for land and horse owners on issues related to land use planning, farmland protection, land stewardship/best management practices, trails, equine economic development and liability issues. If you want to know more about ELCR, visit our website at www.elcr.org or call (859) 455-8383.