



## **Tread Lightly! Releases New Public Service Announcements in Partnership with Equestrian Community**

SALT LAKE CITY, Utah (June 4, 2014) Working jointly with the horseback riding community, the national nonprofit [Tread Lightly!](#) has released two new print public service announcements (PSAs) as the latest addition to a growing assortment of PSAs in its *Respected Access is Open Access* campaign. These [PSAs](#) were funded with a grant through STEP (Stewards for Trails, Education and Partnerships) which is a program of the America Quarter Horse Association (AQHA) and funded by Tractor Supply Company. "Tread Lightly! was urged to produce these PSAs at the request of concerned equestrians to help raise awareness of the consequences of riding wet trails," said Lori McCullough, Tread Lightly!'s Executive Director. "Traveling on wet trails not only causes resource damage, it also tends to increase conflict among trail users." Brandon Black, Manager of Recreation and Ranching Programs at AQHA said, "This issue is certainly not exclusive to horseback riders. By partnering with Tread Lightly! to create these educational pieces, we're helping our community lead the way in demonstrating a higher standard of restraint and stewardship of our shared trails." "The equestrian community is very environmentally responsible," said Joe Meade, Director of Recreation, Heritage and Volunteer Resources at the US Forest Service. "With the extreme weather patterns we are experiencing across the country, it is important to increase all trail users' level of awareness about this specific issue." "Whether it's hikers, bikers or horseback riders, educational materials and signage informing users to stay off trails when wet will limit damage to our trails," said Jim McGarvey, Chairman of Backcountry Horsemen of America. "I am proud of the equine community for educating itself with regard to key issues and balancing our favorite recreation activity with resource conservation." [Respected Access is Open Access](#) is an issue-specific campaign aimed at protecting and enhancing access and opportunities to enjoy outdoor recreation by increasing individuals' awareness of minimum impact principles and heightening their sense of good stewardship. Now with 18 PSAs in the collection, the *Respected Access* campaign addresses a variety of issues such as litter, property and resource damage, illegal dumping and respecting private property. The current lineup of PSAs was developed to resonate with a wide variety of outdoor enthusiasts in the recreation community ranging from recreational target shooters to snowmobilers and now equestrians. Tread Lightly! hopes equestrian-oriented magazines, websites and even retail outlets will help get this message out.

The PSAs can also be printed as posters for use at trailheads and information centers. The entire campaign, including web banners, can be downloaded in several sizes, free of charge, from [treadlightly.org](http://treadlightly.org). **Hold Your Horses**

### **PSA Rain? Rein Go Away**

Tread Lightly! is a national nonprofit organization with a mission to promote responsible recreation through ethics education and stewardship programs. Tread Lightly!'s educational message, along with its unique training and restoration initiatives are strategically designed to instill an ethic of responsibility in outdoor enthusiasts and the industries that serve them. The program is long-term in scope with a goal to balance the needs of the people who enjoy outdoor recreation with our need to maintain a healthy environment. Tread Lightly!'s award-winning materials, programs and services are solutions to some of the nation's most pressing recreation issues. Individuals and businesses can commit to Tread Lightly! and protect outdoor access by becoming a member at [www.treadlightly.org](http://www.treadlightly.org)

Founded in 1940, the American Quarter Horse Association is the largest equine breed organization in the world. With headquarters in Amarillo, AQHA has a membership of more than 270,000 people in 86 countries and has registered more than five million horses in 95 countries. As a proud partner of AQHA, Tractor Supply Co. is an advocate for land conservation by providing funding through STEP, AQHA's trail stewardship program. Tractor Supply Co. is the largest retail farm and ranch store chain in the United States. Learn more about Tractor Supply Co.

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