



For immediate release

Raeford, NC October 8, 2020: The Carolina Horse Park Foundation is pleased to announce the 2020 Anniversary Challenge, an online fundraising challenge. The Challenge focuses on the wonderful community who support the Park and make it what it is. CHP is a 501(c)(3) not-for-profit organization dedicated to the preservation of open space for equestrian and recreational purposes.

What sets the Anniversary Challenge apart from your average fundraising campaign is the competitive component. This challenge features 9 ambassadors who are competing to raise the most money for the Park. Each Ambassador has a personal connection to the Park and have committed to not only raise funds, but also awareness of the importance of venues like the Carolina Horse Park for equestrian sports and local communities. Our ambassadors for the challenge are Kristyn Berger, Megan Biasi, Jessica Bortner-Harris, Morgan Boyer, Lisa Chan, Britt Gillis, Bonnie Mosser, Hayley Norfleet, and Caitlin Romeo.

In addition to receiving prizes for reaching their goal of \$5,000, the ambassador who raises the most money receives an impressive "Grand Prize Package" which includes an entry and stall to all 2021 CHP sponsored events and schooling days. A bonus for the donors ... anyone that gives a gift of \$100 or more to any ambassador is automatically entered in a raffle for an entry and stall to one of the events of the 2021 Southern Pines Equine Series War Horse Event Series presented by Adequan.

The Anniversary Challenge starts Monday, October 19, at Noon and concludes Saturday, November 7, at Midnight, giving ambassadors just 20 days to reach their goal. This is not only a competition against each other, but also against the clock. As Jane Murray, Executive Director of the Park says, "The CHP Ambassador program, now in its second year, is a critically important part of the Park's overall development and fundraising strategy. We are so fortunate to have such a dedicated and charitably inclined group of Ambassadors again this year. The financial support that these individuals generate goes a long way to maintaining and preserving the Carolina Horse Park and for that we are most appreciative."

Each ambassador has their own unique online giving page where gifts to the Park can be made on their behalf via credit card or PayPal. Checks are also accepted through the Park office. All Ambassador progress can be tracked on the main landing page of the challenge at www.carolinahorsepark.com/challenge. Keep an eye on our ambassador's social media channels to help share their cause!

To get more information about the celebratory Anniversary Challenge and other events happening at the Carolina Horse Park visit www.carolinahorsepark.com. Contact Shannon Habenicht at shannon@carolinahorsepark.com or 704.779.6502 for more information!

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