



E-BULLETIN: 29th Apr, 2011

Endurance Canada Community;

This is E-Bulletin #29, Keeping you up-to-date as best we can!

***Send Provincial Endurance news
to Jon for the Website***
rescorla@mail.com

CANADIAN ENDURANCE RIDERS INVITED TO CHINA!



FINAL NOTICE! May 3rd deadline - 4:00pm Eastern time! A decision must be made very quickly in order to provide adequate time to prepare the necessary travel documents.

The Endurance Canada Committee of Equine Canada is looking for experienced endurance riders to act as ambassadors for our country and for our sport at a competition in China in June! Read more below!



IF YOU ARE INTERESTED IN PUTTING YOUR NAME FORWARD TO BE CONSIDERED FOR THIS AMAZING OPPORTUNITY PLEASE DO SO IMMEDIATELY.



Please note: A Canadian Team of 4 riders ONLY has been invited; grooms (and horses) will be provided by the host country.

Riders must:

- Be 21 years of age; and
- Hold an Endurance Canada membership and an Equine Canada Bronze (or higher) Sport License;



We will provide you with more details as soon as they become available.

Thank you!

Lynda Townsend

Chair, Endurance Canada International

ken.townsend@csur.ca

(Because of my current computer problems, please cc to daphnedr@shaw.ca)



Call for Canadian Endurance Riders to Compete in China - June 11-12, 2011

Dear Endurance Riders:

A wonderful opportunity has presented itself! Endurance Canada has just learned that an invitation has been issued for upwards of four (4) Canadian riders to participate in an endurance competition in China.

This exciting news came following a recent path finding mission that was led by the Equine Canada Export Market Development Program (EC Export). Here is an excerpt from a recently published press release that will be issued in the coming days:

Path Finding Mission to China



This past March, six individuals, focused on the high-level goal of branding Canada's equine industry, participated in a path finding mission to China. Over the course of five and half days, the delegation had discussions with numerous Chinese national federation and committee directors, government officials and horse and equine business owners. The delegation was led by Susan Stewart of SS Visions, a consultant specializing in export market development strategies, who was contracted by Equine Canada. It also included stakeholders from Canada's Thoroughbred racing, reining and rodeo and barrel racing sectors, and a dedicated communications expert. Drawing on sector-specific experts ensured knowledge-based discussions on this path finding mission.

Be sure to watch for the full release which will be distributed by Equine Canada. If you are not on their mailing list, it will also be featured at www.EquineCanada.ca/Export and on the program's

...constantcontact.com/render?llr=7pe9...



Don and Terry Boscher
Canadian Performance Saddles



Sharon's Cozy Horse Creations

The Invitation - Will You Accept?

重庆

While in China, Susan Stewart, who manages EC Export, was personally invited by the Mayor of Chongqing Municipality to attend the 90 km endurance race that will be held there on June 11-12, 2011. At that time, an invitation was also extended to include three or four of Canada's endurance riders. Endurance Canada is working closely with Susan to send a team to China. Susan has confirmed that she will be participating in the event with a focus on managing the communications and publicity for Canadian activities associated with it. In this capacity, she will be able to provide guidance and insight to the Canadian riders in addition to helping organize their participation.

A conference call has been scheduled between Susan and the Chairs of Endurance Canada International and the Endurance Canada Committee for early next week. During that call we will map out some of the details of the trip and get a sense of the budget associated with it. We already know that the costs to attend will be significantly reduced thanks to the generosity of our hosts in China.

Prior to this conference call we need to know: **ARE YOU INTERESTED IN PARTICIPATING?** To find out more of what is required from the riders, please read on.

Information Available So Far

We are most grateful to Mr. Wutzala, committeeman of the China Equestrian Association and assistant organizer of the race, who has generously offered on behalf of the Chongqing event to cover the costs of accommodation, horse rental/lease fee and transportation within China for the Canadians riders who are participating. The Canadian contingent will be responsible for additional expenses including the cost of flights to China, which are approximately \$1,200 to \$2,000, and for food and incidentals while they are there. More details on an expected budget and itinerary will be provided in the coming days.

The team selection must be made quite soon, as specifics of each attendee must be provided to the organizers as soon as possible. Once done, they will provide each individual with a formal Letter of Invitation that will be required to obtain a travel visa to China. The travel visa may be obtained from the Chinese Embassy in Canada. Canadians will also require a passport which expires no less than six months after the trip.

The Race

In the initial correspondence, the race was described as follows.

The Chinese endurance competition is just in a starting level, so the competition is a kind of movement rather than fierce competition. It's also a platform to make friends with each other, including national and international.



Our understanding is that this race is a national race. Additional details will be provided in the coming days.

Just the Beginning

China will be holding another endurance event in August 2011. Susan is working closely with her colleagues in the Chinese national federations and with the event host, and has expressed Canada's interest in sending a team for it as well. We will keep you posted on that!

About You



Because our participation in this event will be part of EC Export, we are looking for people with a varied skill set. Not only will they be attending as endurance riders who are looking to meet their personal goals as equestrians, they will also be ambassadors of Canada's equine industry as a whole. The individuals selected will be the first Canadians to compete in China since the 2008 Beijing Olympics that were held in Hong Kong, and they may be the first to compete in mainland China as a dedicated Canadian team. The individuals who participate must also have the flexibility required to adapt to a different horse, to ride in a competition structure that may be different from what they are used to, to live seamlessly in a different culture with different food and customs, and most importantly, they must be gracious throughout their stay.

Let Us Know!

To express your interest in participating as a rider during the Chongqing endurance race that will be held June 11-12, please contact Lynda Townsend, Chair of ECI, by email at ken.townsend@csur.ca

In the Meantime

In the meantime, be sure to review the materials associated with the EC Export path finding mission that was conducted last March.

Photo Journal >>> www.Facebook.com/ECExport
Promotional Booklet >>> www.Issuu.com/ECExport
Promotional Video >>> www.YouTube.com/ECExport

In addition, there are two great online articles that you can review, which will give you a better sense of what endurance racing in China is all about.

Experience of a Foreign Rider >>> http://www.chinadaily.com.cn/china/2010-07/22/content_11036250.htm

Photo Journal of a Race >>>

<http://www.horse.org.cn/Article/English/competition/201006/3657.html>

About EC Export



The Equine Canada Export Market Development program (EC Export) is the driver to brand the Canadian equine industry in international markets. It is guided by a long-term international strategy that involves activities to "brand" Canada as a quality producer of expertise and events as well as horses suitable for racing, FEI and non-FEI sport, breed-specific competition and breeding. EC Export is funded by industry participants and contributions from the AgriMarketing Program (AMP) of Agriculture and Agri-Food Canada (AAFC). AMP is an important vehicle for bringing greater cohesion to associations' marketing efforts to brand Canadian food and agriculture as a whole in international markets. As mandated by AAFC, EC Export fully utilizes the resources and tool kit of the Canada Brand program.

We ALWAYS appreciate hearing from YOU - the Endurance enthusiasts across the country! Our Newsletter editor (Kat) and our Webmaster (Jon) welcome your photos, features and news: please contact them at kinine@mscnet.ca (newsletters) and rescorla@mail.com (website).

Sincerely,

Terre O'Brennan

Chair, Endurance Canada Committee
Equine Canada

and remember "TO FINISH IS TO WIN" - Happy Trails to you all !!!

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