



Coastal Community and Cowichan Therapeutic Riding Association Launch Contest to Name New Mobile Tack Store

Thursday-September 28, 2017 – Vancouver Island & the Gulf Islands: Coastal Community is joining forces with Cowichan Therapeutic Riding Association (CTRA) to run a social media contest to name the organization's new mobile used tack store. A trailer that was purchased with the \$5,500 grant CTRA recently received from Coastal Community's Building Healthier Communities Fund (BHCF) will be transformed into the mobile store. The new store will dramatically expand CTRA's economic potential to provide therapeutic riding and equine-based wellness services for people with special needs.

The contest to name the new trailer is open to everyone and runs until October 13th. People can enter as many times as they can come up with a catchy new name. Entry details can be found on the Facebook pages for CTRA and Coastal Community.

According to CTRA's development officer, Jennifer Barnes van Elk, the social media contest will be a fun way to get the community involved in the new venture. "We love having things named. It helps the community understand the connection between supporters and the activities they support," she said. Barnes van Elk was delighted when she learned the project met BHCF's criteria for funding long-term initiatives that contribute to building healthier Island communities.

"We really want to raise awareness of our used tack store fundraising initiative. The mobile kiosk will set fundraising and the organization in front of the local horse community," she said. "The biggest value is awareness in terms of outreach to the community —being able to connect with volunteers and donors."

Coastal Community is happy to tap into Islanders' creativity to help spread the word. "We hope this contest will bring attention to the wonderful work this organization does to enrich the lives of our vulnerable young people," said Allyson Prescesky, Manager, Community Experience and Communications with Coastal Community. The organization gives over 100 lessons a week, the vast majority to children and youth.

As the trailer awaits its new name, it is being fully outfitted as a tack store. Riders in the area can look for it at local shows and clinics perhaps as soon as Halloween. "We are extremely grateful to Coastal Community for their help in our initiative to raise money to keep our programs accessible to people with special needs," said Barnes van Elk.

For more information on our Building Healthier Communities fund, please visit www.cccu.ca.

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About

COWICHAN THERAPEUTIC RIDING ASSOCIATION

Cowichan Therapeutic Riding Association (CRTA) provides equine-based therapeutic services for persons with special needs. CTRA's program offers therapeutic riding, therapeutic horsemanship, para-equestrian sport, adapted equestrian vaulting, and stable management vocational development interventions as well as horse camps for children of all abilities. The vast majority of their participants are children and youth.

In 2011, CTRA established a social enterprise-the Jane James Used Tack Shop named after the organization's founder. This store enables CTRA to turn an over-abundance of equestrian goods donated by the community (old saddles, outgrown riding gear, tack no longer needed) into revenue that supports the operation of its charitable program.

For more information on CTRA's services, please visit ctra.ca.

About

COASTAL COMMUNITY CREDIT UNION

Improving financial health, enriching lives, and building healthier communities... These are at the core of who we are and what we do at Coastal Community Credit Union (CCCU). With these as our focus areas, we continued to grow our position as the largest financial services organization based on Vancouver Island and the Gulf Islands, while remaining among the largest credit unions in British Columbia when measured by asset size.

As a 100% Island-based business, we're committed to making meaningful differences in the places we call home. Our Building Healthier Communities Fund has provided hundreds of thousands in seed money to activate dozens of local community betterment initiatives. CCCU is also an award winning organization, having most recently been recognized as one of B.C.'s Top Employers.

Want to learn more? Visit cccu.ca or join us on our Facebook and Twitter pages.