



## **HOYS & the RDA Join Forces!**

Britain's biggest indoor equestrian event and the charity dedicated to improving the lives of people with disabilities through the provision of horse riding and carriage driving, have today announced their collaboration. Horse of the Year Show (HOYS) and the Riding for the Disabled Association Incorporating Carriage Driving (RDA) will work together to promote the fund raising activities taking place this summer to celebrate 40 years of the RDA and the charity's presence at this year's HOYS (7<sup>th</sup>–11<sup>th</sup> at Birmingham's new NEC LG Arena).

As part of their 40<sup>th</sup> Anniversary celebrations the RDA will be organising the "World's Biggest Riding Lesson" on 30<sup>th</sup> September, which is predicted to attract over 5,000 riders to take part. 63,000 visitors are expected to HOYS in October. In a bid to assist raising funds for the RDA, Show Organisers, Grandstand Media Ltd, will donate 50% of all profits made at the Collection Point, located in the HOYS Retail Village, to the RDA. The RDA will brand the Collection Point and promote the charity at the Show. HOYS has also supported the RDA's fund raising events, including the World's Biggest Riding Lesson and the National Championships, by donating a VIP package and ticket prizes.

Chief Executive of RDA, Ed Bracher, commented, *"We are delighted to be working with Horse of the Year Show as a part of the celebrations for our 40<sup>th</sup> Anniversary. It is very exciting to be working with such a prestigious equestrian event and we are very grateful for the support."*

RDA is reliant on voluntary help and voluntary donations to deliver its services. For more information please visit [www.rda.org.uk](http://www.rda.org.uk).

For HOYS information, including the full show timetable and timings, and to book visit [www.hoys.co.uk](http://www.hoys.co.uk) or call **0844 581 8282**.