



FOR IMMEDIATE RELEASE

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Toronto

CANADIAN PONY CLUB NAMES OLYMPIAN & PAN AM MEDALIST JESSICA PHOENIX AS AN OFFICIAL AMBASSADOR

CANADIAN PONY CLUB is a member-based association, managed by volunteers, mandated to serve the needs of Canadian youth, ages 6 to 25 years of age, who are interested in riding, learning about and/or caring for horses or ponies. Canadian Pony Club is incorporated as a national not-for-profit organization, and carries Canadian registered charity status. CPC has over 3,500 active members and associate members.

With core values of loyalty, sportsmanship and character, Canadian Pony Club is committed to the vision to provide the opportunity for every child in Canada to have a positive experience with horses through providing opportunities:

- For Education
- To Learn responsibility, sportsmanship and good citizenship
- For Enjoyment and/or competitive success with horses

Danielle Valiquette, Executive Director of **Canadian Pony Club**, says “We are thrilled to have Jessica as an official ambassador. As a mentor, role model and equestrian on the world stage, Jessica embodies our core values and what it means to be dedicated to her horses and her country. As a world class eventer, she brings to us the qualities and drive one needs to succeed.”

“I am deeply honoured to be named as an official ambassador of **Canadian Pony Club**. I have had the pleasure to meet CPC riders and work with them through-out my riding career: CPC establishes a foundation of success in their riders. I look forward to helping our CPC grow and being a mentor to their members,” says Jessica.

To celebrate this partnership, **Roar Publishing Inc.**, is proud to announce that 10% of every pre-order and on-line purchase of **RISE: The Jessica Phoenix Story**, by Julie Fitz-Gerald, will be donated to **Canadian Pony Club**. CPC members need to use the coupon code CPCJessica. One can pre-order the book here: <http://roar-group.com/product/rise-pre-order/>

“Jessica’s story is about trial and triumph. It’s about fighting through life-threatening injuries and injustice to achieve a greater goal — and doing so with a level of determination, confidence, and grace that shines bright,” writes Julie. Danielle notes that it’s an inspiring message that aligns with CPC’s membership and Pony Club values.

For more information on Canadian Pony Club: www.canadianponyclub.org

For more information on Jessica Phoenix: www.jessicaphoenix.ca

For more information on Roar Publishing Inc: www.roar-group.com

