



## FOR IMMEDIATE RELEASE:

### RIDE FOR JOY RECEIVES LUCKY BUCKY CLOTHING COMPANY TEE GRANT TO SUPPORT **PONY UP FOR JOY** SPRING FUND DRIVE

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BOISE, IDAHO - The Ride for Joy Therapeutic Riding Program, a 501(c)(3) non-profit organization dedicated to bringing the joy and therapeutic benefits of horses to Treasure Valley children with special needs, received the first of only six Lucky Bucky Clothing Company's **Pony Up 'Cause You Care Tee Grants** to be awarded nationwide.

Lucky Bucky Clothing Company, based in Fayetteville, Tennessee, launched the **Pony Up - 'Cause You Care** campaign to help underfunded equine-related charities like Ride for Joy. According to Lucky Bucky's website, "it's time to 'Pony Up' and help those in need." Six equine-related charities across the country will be selected to receive six dozen custom printed t-shirts at no cost to help with local fundraising efforts.

The t-shirts will be sold as part of Ride for Joy's **Pony Up for Joy** spring fundraising campaign currently underway, co-chaired by volunteers Heather Ybarrondo and Rachel Bergmann. Funds raised from the Pony Up for Joy campaign are critically needed to ensure that Ride for Joy can operate the upcoming summer and fall sessions. Over 80% of the cost of each lesson provided at Ride for Joy is funded through charitable contributions. The goal of the Pony Up for Joy campaign is to raise at least \$30,000 to match a generous grant recently received from the Jeker Family Trust.

Ride for Joy enriches the lives of children with physical and cognitive disabilities by providing a unique and fun activity that helps children build balance and muscle strength and improve motor skills, speech and communication skills, and sensory development. Participating in therapeutic riding is especially beneficial for children with disabilities, as they often miss out on outdoor, recreational experiences like horseback riding that typically help young children build self-esteem and self-confidence.

To purchase a **Pony Up 'Cause You Care** t-shirt, donate to the **Pony Up for Joy** spring fundraising campaign, or to learn more about Ride for Joy please visit our website at: [www.rideforjoy.org](http://www.rideforjoy.org).

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