



**FOR IMMEDIATE RELEASE:**

**SHELLY WILLIAMS ELECTED TO  
RIDE FOR JOY THERAPEUTIC RIDING PROGRAM'S  
BOARD OF DIRECTORS**

Contact Person: Valerie James, Executive Director  
Telephone Number: 208-861-0879  
Email Address: [valeriejames@rideforjoy.org](mailto:valeriejames@rideforjoy.org)  
Website: [www.rideforjoy.org](http://www.rideforjoy.org)

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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, is proud to announce the election of Shelly Williams to the Board of Directors.

Shelly has been involved in equine activities since moving to Idaho in 1986. As a youth, she rode for over 10 years as a member of the Eh-Capa bareback riders, serving on advanced teams and holding several offices within the Eh-Capa youth leadership. She is perhaps best known as the 1998 Miss Rodeo Idaho and 1999 Miss Rodeo America. As Miss Rodeo America, she spent a year representing rodeo and participating in community outreach at a wide variety of equine activities across the United States. It was during this experience that she first learned about the powerful benefits of therapeutic riding for individuals with special needs. She has also served on the Miss Rodeo America Board of Directors in the positions of president, vice president, communications team member and clinician.

Shelly is currently employed as the Director of Marketing for Knitting Factory Entertainment and brings a wealth of career experience in marketing, communication and event planning to Ride for Joy's board. She also remains very active in horse activities through the National Barrel Horse Association, as both a competitor and organizer of nearly 20 local barrel racing events each season.

Shelly received a BA in Communication from the University of Nevada – Las Vegas.

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