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Laurie Haughton, Media Chair
Canadian Quarter Horse Association
613-978-6977
info@CQHA.ca
www.cqha.ca



The Canadian Quarter Horse Association Announces Program to Recognize Heroes Within the Community

The CQHA “Q Horse Heroes” program, will recognize those first responders, frontline workers, and any person who has went to extraordinary lengths to support the Canadian Quarter Horse Community.

Ottawa, June 15, 2020 — The Canadian Quarter Horse Association (CQHA), the Canadian affiliate of the American Quarter Horse Association (AQHA), and representative of the largest breed population within the Canadian herd, announced today a national program aimed to recognize and thank those in the Canadian quarter horse community who work as first responders and frontline workers. The program will also recognize individuals who have went above and beyond to support members of the Canadian Quarter Horse Association.

Nominations from the Canadian quarter horse community can be made through the www.cqha.ca website as of June 20, 2020. The CQHA will name their first “Q Horse Heroes” July 1, 2020; their stories will be shared on the CQHA social media platforms using the hashtag #CanadianQHorseHeroes. The goal is to recognize those heroes within the community on a monthly basis, with a celebratory event planned for 2021.

With the outbreak of Covid-19 forcing most quarter horse activities in Canada to be cancelled for the year, the Canadian Quarter Horse Association has watched as its membership has rallied around itself in the past months to offer support to fellow equestrians in need. Many members of the CQHA work as first responders, and frontline workers as well, and the community has been outspoken in their gratitude towards these individuals, and their families.

Members of the CQHA media and awards committees felt that a national program to bring these individuals into the spotlight, and formally recognize them for their efforts was needed in the face of these unprecedented times. The association would welcome a corporate partnership to assist in the recognition of the “Q Horse Heroes” named to the program, should an opportunity arise.

In times like these community is essential, and the Canadian Quarter Horse Association wishes to formally recognize those individuals who have supported their communities throughout this pandemic as well as those who have come to the aid of Quarter Horse owners in need.

For quotes and comment please contact the Canadian Quarter Horse Association media committee at info@cqha.ca.

The Canadian Quarter Horse Association exists to address issues of concern to Canadian owners of American Quarter Horses; to be a communications vehicle for and with Canadian AQHA members; and to promote and market Canadian-bred and/or Canadian-owned American Quarter Horses, both globally and domestically. To learn more please visit www.cqha.ca or contact our media director Laurie Haughton, by email at admin@cqha.ca or call 613-978-6977.

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