

Press Release
For Immediate Release



Dusty's Riders Named as Ride for a Cure Charity for 2012

Donations to Non-Profit Group Will Support Programs for At-Risk Children

Los Angeles—May 30, 2012—Dusty's Riders, a non-profit organization that offers at-risk youth the opportunity to spend a day with horses in a natural environment, has been named as the 2012 charity for Ride for a Cure (RFAC), enabling the group to expand its outings for at-risk children in the Los Angeles area.

Hosted by Gibson Ranch, Ride for a Cure was founded in 2007 by a small group of ETI Corral 210 members in honor of a fellow member who was suffering from Parkinson's disease. The initial idea of a glorified play-day turned into a successful, full-blown annual fundraising event featuring equestrian events and activities. Ride for a Cure has grown into multiple events each year for the benefit of the chosen charity that year.

"Ride for a Cure has a lengthy selection process in place to find worthy charities," says Lane Bensko, 2012 Ride for a Cure President. "This year RFAC hit the jackpot when it chose Dusty's Riders as its 2012 charity. Dusty's Riders was chosen for several reasons. First, RFAC prefers smaller charities that really appreciate the donation, versus larger groups funded by corporate sponsorships and benefactors. Second, RFAC prefers to support entities from the local community. Dusty's Riders is powered by horse people, just like the hard working RFAC team. Lastly, the Board and volunteers saw how Dusty's Riders makes a direct impact on kids who are less fortunate and need extra confidence to overcome the disadvantages of their unique environment and become good, future citizens."

During 2012, Ride for a Cure will hold two events, both held at Gibson Ranch, to benefit Dusty's Riders:

August 4: Aim for the Moon Summer Trail Ride, Dinner, Dessert, Dance and Auction

October 6: Wild, Wild West Show

A majority of the proceeds from these events will be given to Dusty's Riders. Information and tickets for each of these events is available through the Ride for a Cure web site at www.rideforacure.net.

“Dusty's Riders is honored to have been chosen as the 2012 Ride for a Cure charity, and intends to use this wonderful gift to benefit even more children,” says Sarah Williams, CEO of Dusty's Riders. “Last year, two of our four field trips to Rancho Oso, a real working ranch, were cancelled due to lack of funding. With RFAC's support, we will be able to make those trips happen this year, while still having all of our regularly scheduled outings. Ride for a Cure has already opened several doors for us, and we are excited about the new possibilities that await our organization.”

About Dusty's Riders

Dusty's Riders, a non-profit organization powered entirely by volunteers, inspires at-risk youth to find the self-confidence needed to overcome challenges in their lives. By providing positive interactions with horses in a natural setting, Dusty's Riders encourages to develop a sense of self-worth, work as a team, discover how to master their own fears and experience joy with their peers. These essential skills are important to help children look beyond their current surroundings and open their minds to dream for a better future.

Located at the Gibson Ranch in Sunland, California, the program provides day and overnight outings to at-risk youth from Boys and Girls Clubs throughout Los Angeles (Burbank, Variety-East LA, San Fernando Valley, West San Gabriel Valley, and Watts Willowbrook), and local probation and counseling programs.

Founded in 2000 by sisters Jessica (Crawford) Hight and Sarah (Crawford) Williams, Dusty's Riders is a 501(c)(3) organization that accepts individual and corporate donations. Additional information can be found at www.dustysriders.org.

About Ride for a Cure

Hosted by the Gibson Ranch in Sunland, California, Ride for a Cure is an annual celebration designed to raise funds for causes that help improve the human medical condition. Various equestrian events, held throughout the year, culminate in an exciting day-long Grand Finale geared for horse lovers of all ages. Activities feature mounted shooting, team roping, barrel races, trick roping, stunt shows, drill team events, games—and for the littlest cowboys and cowgirls, pony rides and an exotic petting zoo. All take place in a festive environment with live music, fun, food and dozens of vendors.

A majority of the proceeds from Ride for a Cure are donated to a chosen charity every year. Since 2007, the event has donated \$50,000 to such organizations as the Michael J. Fox Association's Team Fox Challenge, the American Parkinson Disease Association, The Roy & Patricia Disney Family Cancer Center, City of Hope ACT-Today, and the Sven Lokrantz Parents Group. Additional information is available at www.rideforacure.net.

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