AHA Beach Ride...

Celebrating 36 Years of Saving Lives!

We are so excited to have you join us for this year’s 36th anniversary event as we celebrate the $5 million dollars Beach Rider’s have raised. We promised you all a great year and we have some AMAZING things in store. Be sure to read through this newsletter in its entirety to find out everything you need to know about this year’s event! We have a goal of raising a record breaking $350,000 this year. We can only achieve this with the help of each of you! Together we are making a difference in the lives of so many!

Do you have family or friends coming to the Beach Ride but not riding? We are in need of volunteers to help during the event. Visit www.heart.org/beachridevolunteer for more information or to sign up.

ABOUT OUR ORGANIZATION – The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on Facebook and Twitter.

Text AHABEACHRIDE to 51555

We will be communicating all important Beach Ride information on site via text message. Sign up today so you don’t miss out!
Tips for the 2017 Beach Ride
by Dr. Karen Bolten from Myrtle Beach Equine Clinic

**DO’S**

- Gradually switch your horse from their usual diet to the feed and hay you will be bringing to the ride. Take at least two weeks to transfer your horse gradually from one diet to another.
- Make sure your horse will drink from a bucket (if they are used to drinking from an automatic waterer or large tank). If not, teach them how to do so before arriving. Dehydration is much easier to prevent than treat! We also encourage supplementing your horse with electrolytes before you ride, as horses loose both water and electrolytes when they sweat.
- Check that your horse has gotten the proper vaccinations at least 2 weeks before leaving. Since your horse will most likely come in contact with “stranger” horses, consider vaccinating for communicable diseases like influenza and rhinovirus.
- Test out your plan to contain your horse at the ride. Many horses are not used to being tied or kept in small enclosures for long periods of time.
- Make sure your horse is fit enough to endure the amount of riding you are planning to do. Most of us could not run a marathon without working up to it, and although your horse may do this if you ask it of him, he may not make it through unscathed. Take the next several weeks to start working him up to what you plan to do, and keep in mind that walking in sand is a lot more work than walking on solid ground. Be reasonable about what you ask from your horse, as no ride is worth a permanent injury.
- Bring your up-to-date Coggins with you. Plan well ahead of time to get your Coggins drawn to make sure you get it back in time to leave for the ride. If you are coming from out-of-state, don’t forget to have your veterinarian do a health certificate as well.

**DON'TS**

- Abruptly change your horse from their usual diet to something new at the ride. This can (and does!) lead to colic and diarrhea when you get to the ride.
- Assume they will drink from a new object. You know the saying... “You can lead a horse to water, but you can’t make them drink!” If you think your horse is dehydrated, offer plain water, give electrolytes, and keep your horse cool. Dehydration can become very serious very quickly, so be very proactive if you think there is a problem.
- Assume that vaccines completely prevent the spread of diseases. Vaccinations are just one part of prevention. Other important considerations are minimizing stress, decreasing their exposure to other horses, and good general management practices. It’s a good idea to wash your hands before working with your horse if you have touched other horses. People can easily carry diseases from horse to horse.
- Don’t assume that your horse will behave at the ride simply because he behaves at home. We all know that horses are very inventive about the ways they hurt themselves, so look at your ties or enclosures as if you were actually trying to hurt yourself. We recommend break-away straps in halters, or elastic ties to minimize damage when they still out-maneuver you!
- Keep pushing him if he’s telling you he’s had it. Pain is there for a reason – to tell us that we need to stop and rest. If your horse has injured himself, please consider giving him at least the next day off, depending on the severity of the injury. If your horse appears to be holding up okay, but you’ve really pushed him for the day, also consider that those of us who can run a marathon really need a day off afterwards.
- Get stuck at the gate empty-handed. We can draw a rushed Coggins for you, but you will still lose at least 1-2 days of riding time while waiting for the results.

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**2017 Schedule of Events**
*(subject to change)*

**Wednesday, November 1st**
- 8 am-8 pm Silent Auction Drop Off in Arcade *(We love silent auction donations, but please only bring new items.)*
- 8 am Vendor Row Opens for Set-Up

**Thursday, November 2nd**
- 8 am-6 pm Registration Open
- 8 am Vendor Row Opens
- 9 am-5 pm Silent Auction Opens – Arcade
- 9:30 am Beach Riders Info Session with Julie Goodnight – Great for 1st time riders or anyone who has questions about what goes on during the Beach Ride
- 10:30 am Julie Goodnight Horsemanship “Getting your horse acclimated to the Beach” – Oceanfront
- 2 pm Poker Run-Pre-Register and start at any of the 5 stops. Must have your Form purchased ahead of time in silent auction room. First Rider Out 2 pm, Last Rider out 2:30 pm (*$10 donation to participate*)
- 7 pm Superstar Celebration Dinner - Invitation Only
- 8 pm Karaoke Competition Ocean Front Amphitheater

**Friday, November 3rd**
- 9 am-5 pm Registration Open
- 8 am Vendor Row Opens
- 9:30 am Horses with Heart Coffee and Photo Shoot – Info Center – Invitation Only *(for riders who fundraised over $1,000)*
- 9 am-5 pm Silent Auction Open
- 9 am Trail Challenge Registration – Perfect Partner’s Equine
- 10 am Perfect Partner’s Equine Beach Trail Challenge Fundraiser – Beach
- 4 pm Costume Contest and Parade *(must be in line by 3:30 pm to participate)*
- 6:30 pm Cowboy Dropping – Vendor Row
- 7 pm Karaoke Finals and Dance Party

**Saturday, November 4th**
- 8 am-10 am Late Registration
- 8 am Vendor Row Opens
- 9 am-7:30 pm Silent Auction Open
- 8:30 am 20 Mile Beach Ride Begins
- 11:30 am-1 pm Lunch on the Beach – 2nd Avenue Pier
- 7 pm Thank You Celebration with Live Music – Artist Announcement Coming Soon
- 7:30 pm Silent Auction Closes
- 7:30 pm Awards Ceremony and Survivor Celebration
- 8:30 pm-9:30 pm Silent Auction Check Out

**Sunday, November 5th**
- 9 am Church Service – Ocean Front Amphitheater
- 12 pm Check-Out

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At only seven years old, Maggie Maine has gone through more obstacles than many of us have experienced in a lifetime. She was diagnosed with a rare congenital heart defect at only 26 weeks old. Maggie’s doctors explained how uncertain and bleak her future was, but faith whispered a different story. Maggie’s parents were told that she was missing a portion of her cerebellum in her brain, and she had a high probability of never seeing or walking. She also suffered a stroke in utero and had open-heart surgery at three months old. Her brain began to swell after her surgery, but miraculously her swelling disappeared, and she was able to get a pacemaker one week later. Maggie was also showing signs that she could see, and doctors could not explain how this was possible.

At five years old, Maggie fell on her way to ballet class and damaged her pacemaker. Maggie became very ill, and she was rushed to the emergency room. Her pulse dropped to 25 beats per minutes. This was a life or death situation as Maggie is 100% pacemaker dependent, but she put up a fight. In March, Maggie went through another battle, her fifth open heart surgery where a large stent was put in.

Despite the odds being stacked against her, Maggie is an unstoppable, fierce, fun, loving smart little girl that continues to bring her family joy and laughter. She has 20/20 vision, reads above a first-grade level, and loves to dance and ride horses. The Maine family knows Maggie has a long road ahead of her, but they continue to enjoy every moment with their little miracle. We are so excited to have Maggie and her family join us at this year’s AHA Beach Ride! Be sure to attend our Awards Ceremony on Saturday night to meet them and hear their amazing story of survival and faith.

LIFESTYLE CHANGE AWARD

Do you know a rider who has made a significant life change to live a more heart healthy life? Nominate them for our Lifestyle Change Award which will be announced at our Saturday Night Awards Ceremony. Visit www.ahabeachride.org to download application.

COWBOY BINGO

Join us for the FUNdraiser on vendor row! Be sure to buy a square and you may be walking away as a big winner!
Superstar Fundraisers

Our Superstar Fundraising Riders are an exclusive group of riders who are committed to going above and beyond to raise money to fight cardiovascular disease and stroke, our nation’s number 1 and 5 killers. This passionate group of people raised over $80,000 last year!

By joining this group, not only will you feel good knowing you are making a huge impact in the heart health of others, you can also win some pretty amazing prizes and get access to a few exclusive events while at the Beach Ride! Superstar Riders must each meet a minimum of $1,000 in donations.

For every $1,000 raised, riders will receive one ticket into the drawing for a brand new Exiss, bumper pull trailer with dressing room.

- All Superstars will be invited to our exclusive “Heroes with Heart Celebration on Thursday night and Coffee and Photoshoot on Friday morning during the Beach Ride where you will meet other riders passionate about the AHA and hear stories of how you have made a difference in the lives of so many others.

- Wild West, who is on site during the Beach Ride, will provide each participant with a gift certificate to use based on the amount raised. The minimum gift certificate for reaching the $1,000 level is $75.

- Superstars and Top Saddle Club will receive reserved seating at the Concert on Saturday night

- You will be invited to ride in the front of our much anticipated parade and wear a “Heart Hero” cape.

- Recognition at our Saturday night Awards Ceremony.

Wild West Gift Certificates

Our local tack shop, Wild West, will have their onsite store again this year. Fundraising riders will receive gift certificates which can be used at the Beach Ride and through the end of the year. Gift Certificate prize amounts are listed at right.

Also, for every $1,000 raised, you will receive one ticket into our drawing for a brand new, Exiss Trailer.

**In addition to these great prizes, we will give out trophies and prizes to our top 3 fundraisers, Saddle Clubs and Rookie Fundraiser of the Year.

A Celebration of Heroes, Heart & Hope

Featuring Julie Goodnight and ICM 2016 Youth Artist of the Year Taylon Hope. All Superstar Fundraisers will be invited along with a guest to a delicious “Lowcountry Boil” with a few very special guests!

Nancy Clawson

Rookie Fundraiser of the Year Award

Last year we were heartbroken of the passing of first time Rider, Nancy Clawson. Nancy was passionate about the work of the AHA and raised over $1,000 in her first year attending the AHA Beach Ride. In her honor we will be presenting this award to the first time rider raising the most amount of money for the AHA!
Be Prepared and Help Us Have a Successful Beach Ride

(BEACH RIDER’S PLEASE READ AND BE PREPARED)

- We will have you listed by first and last name when you check in. If you would ever like to know how much you have raised, or if you have met your minimum, visit www.ahabeachride.org and search by your name under find participant on the right hand page.

- In an effort to be more prepared with t-shirt orders and numbers for lunch on the beach and to eliminate as much back-up as possible for you all at registration, there will be a $25 late fee added to anyone who has not met their minimum registration amount by Tuesday, October 31st, or who registers onsite. You can still bring in any extra donations when you arrive at the Ride, but must be registered ahead of time to avoid the extra fee at the campground. Our address is located on the back of this newsletter for mailed in donations.

- When you arrive at Lakewood, please have your original Coggins ready (must be dated within last 12 months.) Also, if you are traveling from out of state you will need a valid health certificate. Please don’t be caught unprepared. Your horse’s health and safety is our biggest concern. Health Certificates are only required for out of state attendees. Horses without proper papers will NOT be allowed at the ride.

- For the safety of everyone, please do not bring Stallions.

- If you are transporting someone else’s horse, make sure they are registered and paid ahead of time or be prepared to pay their registration at check in.

- Make sure you bring a large bucket for clean-up of your site. There will be crews emptying buckets of manure throughout the days from your site. Your campsite must be left the same as when you arrive!

- All riders must have an arm band showing that they have registered and paid with the American Heart Association, and horses must display provided tag at all times. You will receive both of these upon checking into the campground. NO BAND...NO RIDE!

- STAY OFF DUNES...anyone on the dunes may be ticketed. This is a Federal offense and against SC State Laws. Riders may ride on the tide line!

- No running/cowboying on the beach. Horry County Public Safety and MB Public Safety will be on site to assist during Ride. Please respect them so we can continue riding on the beach.

- If you’re riding in a group and encounter folks walking on the beach, make sure the entire group passes on the same side of the walkers giving them plenty of room as opposed to surrounding them with horses.

- Every rider must sign a waiver before entering the campground.

- Horseback riding will be permitted in designated areas of the campground and on the beach Thursday, Friday, Saturday, and Sunday. Please stay in designated areas. On Saturday, the organized ride day, we will provide clear signage as to where participants can ride. Please pay attention to the Tides. There are areas where the high tide water line comes very high. Only enter if your horse is comfortable getting through water. DO NOT ride in undesignated areas.

- At night fall, horses are not allowed on the beaches past Lakewood. Be aware that cleanup crews will be on the beach at this time.

- Only official vendors of the Beach Ride are allowed to sell items at the event. For more information or to become a vendor call AHA staff.

- The first 500 riders to finish the Beach Ride on Saturday will receive medals. The early bird catches the worm!

**HISTORY OF THE BEACH RIDE**

Jack Monroe started the “Ride-a-thon” 36 years ago. In 1981, when he started this event, he was encouraged by several riding clubs to start the Ride as a charity event because the City of Myrtle Beach wanted to ban riding horses on the beach. The first ride took place with around 20 Riders and has grown to over 2,000 participants a year. Jack has also survived 5 heart attacks and is very passionate for the work the American Heart Association does to help fight heart disease and stroke. We are grateful to Jack for his outstanding leadership and dedication to this event.

Throughout the past 36 years, this ride has grown to become the largest ride in South Carolina. The event has raised almost $5 million in total to support research and educational projects by the American Heart Association.
SILENT AUCTION
Be sure to stop by the arcade to check out Silent Auction. We have some wonderful items this year and all proceeds benefit the American Heart Association. We are still looking for auction items. We ask that auction items be turned into the Silent Auction room as soon as you arrive at the Beach Ride and not later than Thursday, November 2nd so we can properly display the item. Also, please only bring new items.

VENDOR ROW
While at this year’s Beach Ride, be sure to stop by and visit our wonderful vendors on Vendor Row…….
- Exiss Trailers
- Amslee Agency
- Orange Slow Feeder
- World Class Saddlery
- Coastal Equine Massage
- Brent Thurlo Horsemanship
- Myrtle Beach Mobile Welcome Center
- Champion Saddlery
- Camping Connection
- Julie Goodnight Horsemanship
- Camp Bow Wow/Pet CPR and First Aid
- SC Department of Agriculture
- Jackson Western Wear
- The Bemer Group
- Horsing Around Western Pleasure
- Wild West
- Smith Farm Truck Beds
- EquestriSafe
- Myrtle Beach Equine Clinic
- Creative Stitches

BEACH RIDE PASSPORT
We are so excited about our Beach Ride Passport program. You will receive your passport at check in. You will need to get stamps during your 5 days with us from each of our vendors, as well as, visit a few special AHA mission stations. Get your passport completed and turn it into staff in the Silent Auction room. A winner will be drawn at random during the Awards Ceremony to win a registration to the 2018 AHA Beach Ride!

COSTUME CONTEST AND PARADE
FRIDAY, NOVEMBER 3RD – 4:00 PM
If you have been to the Beach Ride before you know this is an event you cannot miss. Bring your best costumes and join us for the annual Costume Contest and Parade. Prizes will be given out for top individual, group and youth costumes. More details will be within the Beach Ride program.

* A $5 donation entry per group or individual will be required and you must receive an entry number from the Arcade. Participants will need to line up at 3:30pm and find their assigned location.

FACE OF THE BEACH RIDE CONTEST
We hope everyone is having FUN while fundraising this year! Kicking off on Tuesday, September 25th, all riders will begin on a level playing ground for this contest! The person who fundraises the highest amount of money from September 25, 2017 to October 22, 2017 will win the Face of the Beach Ride!

Totals will be calculated on October 23, 2017 and the winner will be announced. The Face of the Beach Ride winner will have a photo shoot with their horse by our professional equine photographer, Amslee Agency, at the Beach Ride and will be showcased on the 2018 Beach Ride ads and marketing materials.

Note: All funds raised must be entered in between September 25 - October 22 to qualify for this contest.

POKER RUN
THURSDAY, NOVEMBER 2ND – 2 PM - Last Horse out by 2:30pm
Join in on this fun ride. You will pick 5 cards at different locations. Prizes will be given for the top hand and worst hand!!

**New this year, you will be able to start at any of the 5 poker run stops, but you must have your registration form ahead of time. Pick up in the silent auction room (arcade).
Traveling Tip:
Make sure you allow plenty of extra time in your travel schedule so that you are not rushed; travelling with horses can take as much as 30% longer than a human-only road trip. Drive slowly and allow extra time for rest stops. You know how horses can get fussy when you start hurrying, particularly when it comes to trailer loading. There’s no one right answer to whether you drive straight through to your destination without off-loading, or stop and unload your horses for a break. It depends on the how well your horse travels and loads, how far you have to go, and what is expected of your horse on the other end. For the beach ride, your horse will have the chance to rest-up the day after the trip (instead of having to perform at his best—like at a horse show), so you may be okay to drive straight through without off-loading. But at the very least, every couple hours or when you stop for fuel, let your horse rest in the parked trailer for 20-30 minutes with access to water and food. If you have a full day’s drive, and your horse has experience travelling to new places and being ridden there, then it shouldn’t be too big a deal. If he hasn’t been to town much and isn’t used to working in unknown environments, plan to be patient and introduce him to the new environment carefully. The key to desensitizing rapidly and making sure your horse has a great “first-time” experience, is to break it down to the smallest possible chunks, letting your horse get used to one little thing at a time. No good comes from overwhelming a horse until he has an emotional breakdown. Some of the things he may have to get used to, beyond trailerering and sleeping in a strange bed, include being around strange horses, being around a large group of horses, the visual environment, the strange and variable footing on the beach, the new smells and strange sounds. Any water obstacle can be exciting for an inexperienced horse but the beach can be particularly challenging because the waves. Some horses get mesmerized by the movement of the water and some horses get the feeling the waves are chasing them. You may be able to desensitize your horse to a lot of this from the ground, before you ride. The greener your horse is, the more time you’ll want to spend on the first couple days to make sure that you build confidence in the horse, not take it away. I’ll be there on Thursday to help you work through acclimatizing your horse to the beach and together, we’ll make sure your horse has a great time too!

For more info, please visit: www.amslee.com/ahabeachride

A note from our CEO, Scott Lee.
My Grandfather, Reverend Oscar E. Ohler, devoted his life to lifting others and teaching the word of God. As a pastor, he built several churches for small communities in rural Pennsylvania, West Virginia and Maryland. After 81 years on this earth, he finally took the journey to be with the man be so humbly served. Many were unaware, but for the last 25 years of his amazing life, he struggled with heart disease. If it wasn’t for the American Heart Association raising awareness and supporting the research needed to treat diseases that effect the heart, he wouldn’t have survived long enough to have a continued positive impact on his 12 grandkids, 4 great grandchildren and the community that he loved. He is my why.
See you in November!
We’re on the Web!
See us at: www.ahabeachride.org • Find Us on Facebook: http://www.facebook.com/BeachRideAHA

MORE TIME TO RIDE IS WHY