

NEWS RELEASE

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For immediate release

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Saddle Up! announces Avenue Bank's support of Country Ride 'n Roll trail ride and concert event

FRANKLIN, Tenn. – Saddle Up! announced today that Avenue Bank has committed to the presenting sponsorship of the nonprofit's unique Country Ride 'n Roll event, scheduled for Saturday, Sept. 20, in Williamson County.

“We're excited to announce Avenue Bank's corporate leadership for this event, which will help raise funds to serve more than 135 children and youth with disabilities through our recreational therapeutic horseback riding program,” said Saddle Up! Executive Director Cheryl Scutt. “It certainly demonstrates the bank's commitment to serve the nonprofit community, and it serves as a role model for other businesses to support the Country Ride 'n Roll, which like the bank is unique to the Nashville area.”

The Avenue Bank Country Ride 'n Roll for Saddle Up! is a two-event combo packed into one day. The day begins with a ride-a-thon trail ride, which is similar to a walk-a-thon, with riders raising funds to benefit Saddle Up!. The key difference is that it's done on horseback instead of on foot. Trail riders provide their own horses (proof of negative Coggins test required to participate) and have the chance to ride from 9 a.m. to 2 p.m. During that time, both riders and non-riders can participate in multiple activities including hay rides, stick horse races, games, face painting, a scavenger hunt and more. The Men of St. Paul will be grilling hot dogs, hamburgers and veggie burgers onsite for participants to savor during lunch. Lunch is included for the ride-a-thon riders and may be purchased by non-riders.

“Our volunteer event chair, Colleen LeVert, and her team designed the day event to be a family fun time. So even if you don't ride, there will be family-oriented activities, and you couldn't have a more scenic setting for the day,” Scutt said.

That evening, from 6:30 to 9:30, the fun – and fundraising – continues as some of Music City's hottest songwriters perform at a benefit concert.

“The evening will include excellent music, food and spirits,” Scutt said. “So you'll want to save the date for both activities.”

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Saddle Up! – add one

Both the trail ride and benefit concert will take place at Duke It Out farm, which is a private, 300-acre farm in Williamson County opened exclusively once a year to benefit Saddle Up!. This is only the second year for the combined trail ride and benefit concert.

“Avenue Bank’s leadership is instrumental to achieving our fundraising goals for this event. We know the event is unique here and with the trail ride and concert combo offers something for everyone,” Scutt said.

“The Saddle Up! recreational therapeutic riding program is certainly one that we are proud to support, and we are looking forward to being a part of this day and contributing to the mission of this great organization,” said Ron Samuels, Avenue’s president and CEO.

For more information about the Avenue Bank Country Ride ’n Roll for Saddle Up!, including how to register to participate in the trail ride, buy tickets for the concert or participate as a sponsor, please contact Development Coordinator Tina Carpenter at 615-794-1150 extension 35 or visit Saddle Up!’s website at www.saddleupnashville.org.