

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Explore Park to Open Equestrian Services Saturday, July 14 Ribbon Cutting Followed by Free Event by Reba Farm

Roanoke County, Virginia (July 9, 2018) – Roanoke County is pleased to announce the introduction of equestrian services at Explore Park with a ribbon cutting on **Saturday, July 14 at 11:00 A.M.** The ceremonial event will be followed immediately by horse demonstrations and short trail rides through 3:00 P.M. provided by Reba Farm Inn & Saddle Soar Equitainment. The event is free, but participants must be eight or older to ride.



Reba Farm will operate equestrian services at a newly established area of the park called *Niagara Ranch at Explore Park*, which is located at 3204 Highland Rd., Roanoke, VA 24014. Throughout the summer, horseback riding camps will be available on site for ages 8 to 18. Later this season the company plans to offer trail rides for various skill levels, western horsemanship lessons and specialty rides including an obstacle course. In future seasons there are plans to add trailering and equestrian camping opportunities.

Reba Farm co-owners Ron Gore and Kathleen Donovan keep a herd of 74 horses, most of which have been rescued and re-trained for riding. At least a dozen of the heard will be permanently relocated to Explore Park. "We envision a horse facility that offers equestrian events, trail riding, lessons and camps that anyone can participate in," says Ron. "Explore yourself through a horse at Niagara Ranch."

Niagara Ranch is a key amenity identified in the Explore Park Adventure Plan, and this ribbon cutting celebrates the latest public-private partnership promoting outdoor recreation in Virginia's Blue Ridge. For more information about this week's event or upcoming equestrian services at the park, please visit www.ExplorePark.org/Horseback.

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