



Keeping the tradition alive

Publicity & Press Information

This packet contains:

- An explanation of the event
- Carriage Association of America contact information
- Sample press release for general media
- Sample press release for carriage club newsletters, etc.
- (Photos of traditional turnouts, suitable for printing, are available on request)

Explanation: “A Sporting Day of Traditional Driving”

At the turn of the last century, during the heyday of carriages, most people were familiar with the style and skill of carriage driving. Horses and carriages were not only a means of transportation but a social institution. A Sunday drive to visit friends and relatives, a lady driving to tea, a picnic drive with the family to a park, a drive to visit a fair or the races or a polo match—all were part of the fabric of a quieter, gentler way of life. Care and maintenance of carriages and harness were important because of their utility but also because they indicated the owner’s lifestyle. The horse’s ability to move the carriage along at a suitable pace made proper training and rein handling important and made the drive enjoyable.

In today’s world of instant gratification through high-speed technology and transportation, it is comforting to know that there are still proponents of traditional carriage driving. One event that showcases this old-fashioned style is the Sporting Day of Traditional Driving.

The purpose of a Sporting Day of Traditional Driving is to preserve and celebrate the carriage-driving style of bygone days, which encompasses horsemanship, driving acumen, care and preservation of carriage and harness, and the intangible qualities of good sportsmanship.

The perfect venue for the event is a scenic area with quiet roads or trails, wide enough for a car to drive on, where horses and carriages can trot along without interference from



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heavy traffic. The event begins with each turnout—the combination of carriage, horse(s), harness, driver and passengers or grooms—being inspected by one or more judges. Each turnout tries to come as close to perfection (a score of 50 points) as possible.

After the inspection, each turnout heads off for a trot through the town or the countryside along a prescribed route and at a pace that will allow the turnout to arrive at a precise time. Along the way, a few drivers' tests are set up and judged to determine whether the driver and horses are working skillfully. Perfection on the country drive is a score of 25 points.

After completing the country drive, the driver maneuvers his or her horse(s) and carriage through a prescribed pattern of road cones to demonstrate the training of the horses. This is not a test of speed but a test of accuracy, and a score of 25 points indicates a perfect test.

After completing all three phases, each turnout's score is totaled. Coming as close to 100 points as possible is each driver's objective. However, the goal of the event is to have a lovely, enjoyable drive in the "Sporting" tradition.

How to Contact the CAA

If you have specific questions about the Sporting Day of Traditional Driving, or if you have general questions about traditional driving or the CAA, get in touch with us!

The Carriage Association of America, 3915 Jay Trump Road, Lexington KY 40511
(859) 231-0971 • Fax: (859) 231-0973 • www.caaonline.com • info@caaonline.com

Sample Press Release 1 (general media)

*Press releases for general (non-driving) media should be brief—"Who, What, Where, When."
When you send these press releases, you may want to include a map of the venue and at least one photo (CD of photos available on request from the CAA).*



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On [date] the [organizers: driving club, group, etc.] will present “A Sporting Day of Traditional Driving” at [location]. The event will begin at [time], when the first lovely horse and carriage will drive into the inspection area. Spectators may gather here to see judges carefully examine every detail. It will be a wonderful photo opportunity in a beautiful location. As the carriages trot off for a [length in miles] drive (see map for drive route), spectators are encouraged to be present along the route. Also marked on the map are spots where drivers will perform tests for the judges—a perfect place to watch and judge along with the professionals. When the carriages return to [location], each driver will maneuver through road cones. Accuracy is paramount here, and the judges are watching this test as well.

The drivers are all attempting to come as close to perfection as possible—100 points for the entire event. Spectators will surely have their favorites and may wish to cheer them on as they drive by. This event will be a fabulous opportunity to see the beauty and skill of carriage driving from a bygone era. For more information about the event, contact [contact name and phone number / e-mail address].

Sample Press Release 2 (carriage-driving media)

At the turn of the last century, during the heyday of carriages, most people were familiar with the style and skill of carriage driving. Horses and carriages were not only a means of transportation but a social institution. A Sunday drive to visit friends and relatives, a lady driving to tea, a picnic drive with the family to a park, a drive to visit a fair or the races or a polo match—all were part of the fabric of a quieter, gentler way of life. Care and maintenance of carriages and harness were important because of their utility but also because they indicated the owner’s lifestyle. The horse’s ability to move the carriage along at a suitable pace made proper training and rein handling important and made the drive enjoyable.

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The purpose of a Sporting Day of Traditional Driving is to preserve and celebrate the carriage-driving style of bygone days, which encompasses horsemanship, driving acumen, care and preservation of carriage and harness, and the intangible qualities of good sportsmanship.

The perfect venue for the event is a scenic area with quiet roads or trails, wide enough for a car to drive on, where horses and carriages can trot along without interference from heavy traffic. The event begins with each turnout—the combination of carriage, horse(s), harness, driver and passengers or grooms—being inspected by one or more judges. Each turnout tries to come as close to perfection (a score of 50 points) as possible.

After the inspection, each turnout heads off for a trot though the town or the countryside along a prescribed route and at a pace that will allow the turnout to arrive at a precise time. Along the way, a few drivers' tests are set up and judged to determine whether the driver and horses are working skillfully. Perfection on the country drive is a score of 25 points.

After completing the country drive, the driver maneuvers his or her horse(s) and carriage through a prescribed pattern of road cones to demonstrate the training of the horses. This is not a test of speed but a test of accuracy, and a score of 25 points indicates a perfect test.

After completing all three phases, each turnout's score is totaled. Coming as close to 100 points as possible is each driver's objective. However, the goal of the event is to have a lovely, enjoyable drive in the "Sporting" tradition.

On [date] the [organizers: driving club, group, etc.] will present "A Sporting Day of Traditional Driving" at [location]. The event will begin at [time] with the first turnout inspection, followed by a country drive of [length in miles] with drivers' tests, and finally, a cones course. Awards will be presented. For further information, an entry form, and a copy of the CAA's guidelines for "A Sporting Day of Traditional Driving," please call or send an email to [contact name, phone number, and email address]. You can also get Sporting Day information directly from the Carriage Association of America (www.caaonline.com). Come join us for this special driving event.