



# Cowichan Therapeutic Riding Association

at Providence Farm 1843 Tzouhalem Rd., Duncan, B.C. V9L 5L6

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## FOR IMMEDIATE RELEASE:

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Duncan, Vancouver Island, BC

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## Local Therapy Horse Viral Video Hits the 1M mark!

Around this time last year, the Cowichan Therapeutic Riding Association (CTRA) gained international attention with their “Ember had a Dream” promotional video. The 3 minute clip features CTRA horse “Ember” who struggles to keep up to with the other show horses before realizing her true calling as a therapy horse. The heart-warming film was directed and produced by local student Maddie Mahon, a Vancouver Island University Theatre Technician and accomplished equestrian.

After posting the video to Facebook in early 2018, CTRA gained thousands of followers and received messages of support from horse lovers across the world. Many people took the opportunity to tell their own stories of equine-assisted therapy and the special horses in their lives. The viral video was featured on the local, regional, and national news, helping to bring in a number of much-needed donations to the small charity.

This holiday season, thanks to a number of re-posts by prominent media outlets, the “Ember Had a Dream” video has resurfaced on Facebook, passing 1 million views this month. As of this release, the video now has over 800 comments, almost 19,000 shares, and almost 10,000 likes.

“This attention is unprecedented for CTRA,” says Anne Muir, Executive Director for CTRA. “It has been amazing to connect with people from countries and cultures across the world who share a common language – horses!”

CTRA hopes that the video’s recirculation will help leverage seasonal donations via their annual “Neigh Sleigh” campaign. “CTRA relies entirely on community support to keep our services accessible for persons with special needs,” says Muir, “the Neigh Sleigh drive helps us to afford necessities like food, shoes, and blankets for Ember and all the other therapy horses.”

To view the “Ember Had a Dream Video” visit:

<https://www.facebook.com/cowichantherapeuticridingassociation/videos/1959079484133875>

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Charity Number: 891723843RR0001



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To make a contribution to CTRA's "Neigh Sleigh" visit:

<https://www.canadahelps.org/en/charities/cowichan-therapeutic-riding-association/campaign/1-fill-santas-neigh-sleigh/>

To follow therapy horse Ember on social media, use the hashtag: #ShineBrightLikeanEmber

## About the Cowichan Therapeutic Riding Association:

CTRA has been using "horsepower to empower" the Cowichan Valley since 1986. The organization provides a vital place of inclusion and supports key social determinants of health in the community. At CTRA, a shared love of horses brings people together - bridging perceptions of difference, catalyzing human potential, and fostering a sense of belonging among participants, families, volunteers, and visitors alike.

Website: [www.ctra.ca](http://www.ctra.ca)

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Phone: 250-746-1028

On Facebook: @CowichanTherapeuticRidingAssociation

On Instagram: @CowichanTherapeuticRiding



*"Ember" with CTRA's answer to "Elf on a Shelf" – "Moose on the Loose"  
Source: CTRA Instagram PC: CTRA (@CowichanTherapeuticRiding)  
#ShineBrightLikeanEmber*

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