



WETA Launches Web Sites

Marketing initiatives that reaches out to the non-riding, non-cowboy-boot-wearing public are in full swing. These initiatives, sponsored by the Western-English Trade Association, are designed to bring fresh new markets to the equine industry, and protect and increase sales for retailers and vendors alike.

The initiatives are presented in two separate and distinct Web sites. Horselife is the marketing initiative designed to fill more saddles, whether Western or English (all non-riding sports are included). Step one for Horselife is a consumer Web site (www.horselife.com) that's all about horses for the novice child or adult.

Topics like "Horseback Riding as Exercise" and "Safe in the Saddle: a Parent's Guide to Riding" are planned for the site, which is being completed in three stages. Stage one was launched in March, stages two and three are slated to be completed in June and September of this year. Once it is complete, all income from the site will be used in a national PR campaign targeting media outlets such as Fitness (i.e. No, The Horse Does Not Do All The Work) and Parenting (i.e. Horses: The Ultimate Anti-Drug) magazines.

Get Yourself West is the marketing initiative designed to increase Western wear usage among non- and light-users, and position "authentic Western" to those who participate in the program. This portion of the initiative is aimed at defending equine trade industry sales against mall brands that are echoing true Western brands.

Get Yourself West launched in 2006 with a highly successful PR campaign aimed at fashion editors from coast to coast. This year's campaign includes an enhanced PR program and a new consumer Web site (getyourselfwest.com), stage one of which launched in January.

Retailers who join WETA receive

a free listing on either Horselife.com (303)513-7343 (Horselife) or Sarah Stavros at (303)382-2999 (Get Yourself West). To join WETA or for more details on membership, call Glenda Chipps at (303)295-2001. ☎



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