



PEGASUS THERAPEUTIC RIDING ACADEMY, INC.

Therapeutic Riding Program

8297 Bustleton Avenue, Philadelphia, PA 19152

215-742-1500

www.PegasusRidingAcademy.com

November 15, 2019

Dear Friend,

It's time to place your ad for the Pegasus Therapeutic Riding Academy's Annual Gala!

Pegasus Therapeutic Riding Academy, Inc. is a non-profit organization that provides therapeutic horseback riding programs for children and adults with physical, developmental, intellectual, and behavioral disabilities. Pegasus is the only such program in Philadelphia and has been providing services to people with disabilities since 1982. The Professional Association of Therapeutic Horsemanship International has recognized Pegasus as a Premier Accredited Center – a special designation that reflects our program's excellence. Our PATH certified instructors teach 4,000 lessons each year. As a leader in the equine assisted activities and therapies industry, we are recognized for our innovative programs.

On Saturday, February 22, 2020, we will be hosting our annual Carol Tatum Memorial Gala, a celebratory event that raises critical funds to support our riders, horses, and programs. This year's gala will take place again at the elegant Knowlton Mansion in Northeast Philadelphia. Place your ad in the gala ad book and consider your level of sponsorship for this event. Please join us for a fun evening of dinner, libations, music, dancing, raffles, and silent auctions. Invitation to follow.

Your support will enable us to continue providing outstanding services to the disabled community.

In addition to celebrating Pegasus at this year's Gala event, we will be ***honoring our Board Member, ex-officio, Barry Bessler*** on his 30+ year partnership with and support of Pegasus Therapeutic Riding Academy. Please join us by making a contribution in Barry's honor or sharing your memories with Barry in this year's Gala Ad Book.

Your ad can highlight your partnership with Pegasus or acknowledge the many accomplishments that our riders, horses, staff, and volunteers have had together in 2019. Your generosity makes a difference in our community and furthers the Pegasus mission. We rely on the generosity of individuals and businesses for financial support.

Enclosed is a form for our Gala Ad Book. We are requesting that ads be submitted by ***January 20, 2020***. Your sponsorship will go directly toward supporting the therapeutic riding programs at Pegasus. Sponsors will also be recognized for their support in our outreach efforts to raise awareness for this event and our organization. We are grateful for your partnership and look forward to dedicating the funds we raise toward enhancing the lives of as many individuals as possible.

If you have any questions about the ad book, or attending this wonderful event, please contact Alexandra Manwarren, Executive Director, at 215-742-1500 Ext. 4. We also invite you to visit our website at pegasusridingacademy.com and all our social media sites (@PegasusPhilly) to view videos, testimonials, and pictures of our program "in action!"

With gratitude,

Sarah Reed
Gala Chairperson

Jeannine Hesser
Gala Chairperson

"Committed to improving the quality of life by concentrating on ability rather than disability"

The official registration and financial information of PEGASUS THERAPEUTIC RIDING ACADEMY, INC. may be obtained from the Pennsylvania Department of the State by calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Board of Directors

President

Robert Hesser

Treasurer

Niels Christensen

Secretary

Leigh Ann DiFusco

Randy Ayoob

Jessica Ormsby

Harvey Perelman

Sarah Reed

Jonathan Smith

Joy Sweetland

Ex Officio

Barry Bessler

Tom Forkin

Executive Director

Alexandra Manwarren

Gala Committee

Co-Chairs

Jeannine Hesser

Sarah Reed

Committee Members

Amy Alderson

Lynn Alexander

Robin Ayoob

Corrin Dickerson

Susanna Dilliplane

Kathy Feinstein

June Feith

Denise Guiniven

Ira Grindlinger

Alix Hersh

Doug Holton

Carol Jerdan

Sarah Laws

Adam Manwarren

Jessica Ormsby

Mary Panitch

Cindi Pasceri

Harvey Perelman

Ilene Perelman

Judith Soslowsky

Barbara Wertheimer