

AARS® MISSION STATEMENT

1. To strengthen the wealth-creating capacity of our individual riding lesson program owners and promote economic development of the horse industry at large
2. To make available to the general public the nation's most comprehensive, affordable, and enjoyable introduction to the sport and hobby of horses
3. To build strategic alliances, coalitions, and affiliations between our riding lesson programs serving the general market and the diverse support organizations and businesses that serve the horse industry's advanced specialty niches
4. To create innovative, ethical, and effective changes in the business culture of the U.S. horse industry, and to transform policy and influence opinion-makers regarding the business of horses

AARS® MOTTO

The nation's most comprehensive and enjoyable introduction
to the sport and hobby of horses

AARS® TAG LINES (2)

HORSES ~ The Hobby You Can Hug!TM

Your Horse is Waiting for You...TM

AARS® PLEDGE

On my honor, I pledge to treat horses in my care with respect and diligence; to never inflict or cause unnecessary pain or suffering to suit a passing fad; nor bend to negative peer pressure when participating in group decisions that will affect the physical or mental well being of the animal I have chosen to love.