



THE UNITED STATES PONY CLUBS, INC. PRESS RELEASE

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The United States Pony Clubs and Ride iQ Announce Strategic Partnership

March 15, 2022 (Lexington, KY and Ocala, FL) — Today, [The United States Pony Clubs](http://TheUnitedStatesPonyClubs.org) (USPC) and [Ride iQ](http://RideIQ.com) are pleased to announce their strategic partnership, bringing together USPC’s trusted educational curriculum with Ride iQ’s innovative learning platform. Ride iQ is a first-of-its-kind coaching platform with listen-while-you-ride audio lessons taught by [world-class coaches](#).

Technology is helping to significantly improve athletic skills and performance across all sports, and equestrian athletes stand to benefit, too. One of the greatest limitations to a rider’s progress lies in ineffective independent schooling. Ride iQ transforms independent schooling and empowers equestrian athletes to progress toward their goals through access to world-class instruction.

“With Ride iQ, riders have a phenomenal coach in their ear providing direction, insight, and reminders for every step of their independent rides. Through our collaboration with USPC, Ride iQ’s audio lessons will help Pony Club members of all levels develop fundamental horsemanship skills, strengthen their partnerships, ride more safely, and achieve their next certifications. It’s an absolute game changer,” said Jessa Lux, co-founder of Ride iQ.

Ride iQ was founded in 2021 by two Pony Club alumni, sisters McKinsey and Jessa Lux. While the Ride iQ mobile app and audio lessons are foundational to the platform, other Ride iQ membership benefits include access to weekly live virtual Office Hours with Ride iQ coaches and guest experts, a private Facebook community for members and coaches, and a selection of exclusive podcasts.

The Ride iQ platform currently features 18 coaches across eventing, hunter/jumper, and dressage disciplines. Every Ride iQ coach has proven their ability to produce highly capable riders and has earned a reputation for exceptional horsemanship. Given that selection criteria, it’s not a coincidence that several Ride iQ coaches have strong Pony Club backgrounds, including “A” graduates Ema Klugman (5* event rider), Doug Payne (US Olympic event rider), and Gina Smith (Canadian Olympic dressage rider). Two Pony Club national examiners are also in the process of recording Ride iQ lessons that will be available soon.

Ride iQ’s growing lesson library already has over 300 audio lessons to choose from. Every audio lesson is marked with a Pony Club certification level to help Pony Club members navigate to suitable and

relevant lessons. Lessons range from exercises at the walk to working on advanced skills.

[Ride iQ membership](#) includes unlimited access to the audio lessons and all other Ride iQ benefits for \$29.99/month or \$249/year. Through the USPC-Ride iQ partnership, Pony Club members will get discounted access to Ride iQ. As a partnership launch promotion, Pony Club members and their friends and families are invited to use the promo code “USPC” for 50% off their first Ride iQ membership payment (i.e. \$15 for the first month or \$125 for the first year). The 50% discount will be available for 72 hours, from March 15 through March 17. After that, the “USPC” promo code will generate a 15% discount off the first payment.

“The USPC-Ride iQ collaboration represents a significant step forward in enabling Pony Club members to take ownership of their own development through innovative equestrian sports technology and expanded access to top-tier coaching,” said McKinsey Lux, co-founder of Ride iQ.

“We are excited to expand Pony Club’s educational opportunities through our partnership with Ride iQ,” said USPC Executive Director Teresa Woods. “As a leader in equestrian education, we feel this technology offers unlimited potential for Pony Club members to enhance their learning as they work toward their goals.”

[About Ride iQ](#) — Ride iQ is the first audio-focused training platform for equestrians and offers something completely new: the opportunity to get on-demand, listen-while-you-ride instruction. The private Ride iQ mobile app features 300+ lessons with options suitable for equestrians at every level. Ride iQ has coaches across hunter/jumper, eventing, and dressage including Leslie Law (British eventer, individual gold medalist), Gina Smith (Olympic dressage rider), Doug Payne (Olympic eventer, Grand Prix jumper), and several others. Visit [Ride-iQ.com](#) to get started or connect with Ride iQ on [Facebook](#) or [Instagram](#).

[About The United States Pony Clubs, Inc.](#) — The United States Pony Clubs, Inc. (USPC or Pony Club) is a 501(c)(3) nonprofit educational organization that builds the foundation of teamwork and sportsmanship through riding, mounted sports, care of horses and ponies, while developing and enhancing leadership, confidence, responsibility, and a sense of community in its youth and adult members. USPC is proud to offer instruction and competitive opportunities in more than 10 different disciplines through hundreds of clubs and centers across the United States. USPC’s educational standards continue to be instrumental in curriculum development for schools, universities, equestrian professionals, and organizations across the United States. Many of the nation’s top equestrians, including Olympic team members, as well as successful business professionals and leaders in a variety of fields, have roots in Pony Club. To learn more visit [ponyclub.org](#).