

# *The* CAROLINAS EQUESTRIAN®

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## ***The Carolinas Equestrian Magazine***

*Regional Equestrian Lifestyle Magazine Makes New Strides in 2015!*

December 15, 2014: Charlotte, NC – *The Carolinas Equestrian Magazine* hits stands February 2015, as the first issue of the magazine formerly published as *The Waxhaw Equestrian Magazine*.

Based on the nature of the editorial content and the growing interest for involvement within the region, Sally Kay, Publisher of *The Carolinas Equestrian*, made the decision to revise the name of the publication to ***The Carolinas Equestrian*** for 2015. The tagline will be ***Centered in Waxhaw Horse Country***.

“We believe the name change better represents where the magazine is positioned today as well as offers broader exposure for our area and our advertisers,” offers Sally. “There are vibrant equestrian communities throughout North and South Carolina, and we want to provide the region with a complimentary magazine that includes equestrian content of all breeds and disciplines. Additionally, it will continue with the regular features of dog breeds, art, entertainment, cuisine and travel.”

“You have put together an excellent publication,” agrees Maurice Ewing, Public Information Coordinator for the Blowing Rock Charity Horse Show Foundation. “I am impressed with the articles even when they are tied to advertising. The variety of topics is very unusual in my experience. The number of ads is extraordinary for a ‘horse’ magazine, and the quality of the presentation is top notch. You have done a great job. I hope it lasts forever and thank you for featuring the Blowing Rock Charity Horse Show. We were proud to be included and look forward to working with you again on 2015.”

Founded just a year ago, *The Waxhaw Equestrian* doubled its size from 32 to 64 pages and diversified the editorial content. The magazine has expanded the geographical scope and distribution, and now reaches over 12,000 readers (domestically and abroad). The newly revamped website - [www.thecarolinasequestrian.com](http://www.thecarolinasequestrian.com) - includes monthly columns such as Barn Buzz, Beyond the Bit and Starstruck Stories; it also offers the magazine digitally.

“Our lesson schedule filled completely last spring - as soon as I was back full time, our camps were all full, and the barn is full, states Charlotte Cannon of FoxPoint Farms in Indianland, South Carolina. “We constantly have inquiries for lessons and boarding. We have had no available spots for months. I believe the ad is working and I appreciate what you are doing!”

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### **New Marketing Director**

Shannon Habenicht, joins the team as Marketing Director/Editor and Advertising Sales, to assist with all aspects of marketing and managing the magazine. Sally Kay and Shannon Habenicht have deep roots in the equestrian community and look forward to bringing more regional news and events to their readers.

“Working on *The Carolinas Equestrian* is amazing, to combine my love of horses and writing is something I could only dream about a few months ago, Sally and I have a great time working together and look forward to an amazing future for our magazine,” says Shannon Habenicht.

For more information on *The Carolinas Equestrian*, please visit [www.thecarolinasequestrian.com](http://www.thecarolinasequestrian.com) or contact Shannon Habenicht at 704.779.6502 or [tweshannon@yahoo.com](mailto:tweshannon@yahoo.com).

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