

Dear Charter Officer,

The Omega Horseshoe Company has recently introduced a new Ultra-Light Weight Horseshoe, weighing in at 1.5 pounds, the lightest NHPA sanctioned horseshoe manufactured today. It is appropriately called the "Cadet."

The Cadet is a wonderful shoe for young kids. Many kids, particularly those who pitch in the NHPA's cadet division, can benefit from the light weight of this horseshoe. It has also opened the door to successfully introducing younger and smaller kids to the sport of organized horseshoes. They are able to pitch these shoes the distance from the start and are making ringers sooner and scoring more points.

As a manufacturer and also a charter officer, I am very interested in the success and support of youth in horseshoes. Like you, I recognize that youth are literally the future of the NHPA. Unfortunately, youth membership is not so vibrant in all NHPA charters. With that motivation in mind, I would like to tell you about a promotional opportunity from Omega Horseshoe Co. that can help support your charter's youth programs.

**Promotion:** For every order of Cadet Horseshoes received from your NHPA charter at the list price (\$43.99) at [www.cadethorseshoes.com](http://www.cadethorseshoes.com), our Company will donate \$5.00 back to your charter for your Youth programming.

We hope that this opportunity to increase youth funds in your charter will benefit your efforts to support youth. Because this is a donation per pair, you can see that as you work to attract more kids to horseshoes in your area, and they purchase more pairs of Cadets, your Charter benefits more financially as well as in youth growth. More kids, more funds, a win-win!

Cadet Horseshoes are already being received well among kids and their parents. Girls in particular are excited to pitch the Dark Pink version of the shoe. Additionally, Elders and women who have struggled with the weight of heavier horseshoes are also taking a keen interest in pitching the Cadet.

In support of youth horseshoe pitching, we have partnered with Horseshoe America-Youth Horseshoe Pitching and encourage you to check out some of the ideas there for youth program development (link available at [www.cadethorseshoes.com](http://www.cadethorseshoes.com)).

This initial promotion will run 3 months, April first through the end of June 2016. After this promotion runs its course we will assess its effects on youth in the NHPA with the intent of extending the promotion into the future.

For your Charter to participate in this promotion, please contact me directly for set up directions to start the promotion in your charter.

Many Ringers,

*Seth Ohms*

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