



**FOR IMMEDIATE RELEASE**

**HCBC and Acera Insurance Expand Partnership to Support Coaching Excellence and Educational Opportunities for BC Members**

**Aldergrove, BC – March 20, 2025** – Horse Council BC (HCBC) is pleased to announce the expansion of its long-standing partnership with Acera Insurance, which will provide valuable sponsorship for HCBC's annual Webinar Series and the newly introduced Coaching Excellence Support Grant. This expanded collaboration aims to offer increased educational resources and financial support to HCBC members, helping to advance standards and knowledge across the province.

With generous financial assistance from Acera Insurance, HCBC is launching the Coaching Excellence Support Grant, designed to assist Equestrian Canada (EC) Instructors and Provincial Coaches as they pursue their next level of certification. This funding will also support EC Licensed Coaches who are not yet certified, enabling them to participate in an EC Certification evaluation.

The goal of the grant is to promote coaching excellence by making it easier for coaches to progress through certification levels in disciplines such as English, Western, and Driving. Additionally, the grant will help uncertified British Columbia EC Licensed Coaches obtain their EC Certification.

In addition to the Coaching Excellence Support Grant, Acera Insurance's sponsorship will enable HCBC to expand its annual Webinar Series. This will provide HCBC members with increased access to a wide range of educational opportunities across diverse topics, further enhancing the learning experience for equestrians of all levels and the organizations that support them.

Craig Cherrett, Executive Director of HCBC, expressed his gratitude to Acera Insurance, stating, "We are excited to expand our partnership with Acera Insurance, which has been a key supporter of HCBC over the years. These new opportunities will significantly benefit our members, offering financial support and valuable resources to help those trying to advance their coaching careers, while also providing significantly more educational opportunities to all members."

Mike King, Director, Equine Insurance Partner at Acera, echoed these sentiments: "We are proud to continue our partnership with HCBC and to support the development of coaching education through the Coaching Excellence Support Grant as well as the expanded webinar offerings to the membership. We are deeply committed to serving



the needs of BC equestrians and we are looking forward to seeing the positive impact of these initiatives.”

Stay tuned for more information on upcoming webinars, and be sure to visit [hcbc.ca](http://hcbc.ca) for additional details, including the Coaching Excellence Support Grant application form.

### **About HCBC**

Horse Council BC (HCBC) is the provincial governing body for equestrian sport and activities in British Columbia. HCBC is dedicated to promoting and advancing equestrianism in the province through education, advocacy, and the development of equine programs.

### **About Acera Insurance**

Acera Insurance is a trusted provider of equine insurance services across Canada. With a focus on supporting the equine community, Acera has built long-term relationships with organizations like HCBC, offering comprehensive insurance solutions and sponsorships that support the growth of equestrian sports and education.

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