



HOPE REINS

Executive Biography

Kim Tschirret (SHUR-ETTE), Founder & CEO, Hope Reins

Kim has 20 years of executive management experience in sports marketing, advertising, and brand promotion, including managing the popular toy franchise, *Thomas the Tank Engine*.

She also managed the marketing activities of several high-profile start-up companies in the Triangle region in North Carolina that were purchased and went public during the dot-com boom in the late '90s. This business and entrepreneurial experience prepared Kim well for her future endeavor in building one of the most successful equine mentorship ministries in the country.

Hope Reins, founded in 2010, was born out of Kim's love for kids and horses as well as her first-hand knowledge of living as a child of abuse and trauma. Her own story of hope and healing started in her childhood, when she struggled to find love and acceptance in a household marred by alcoholism. A bright spot in her life was her faithful horse, with whom she found unconditional love, comfort, and safety.

Kim's story has come to fruition at Hope Reins, where her team has helped more than 2,000 kids find their own hope and healing. Kim has been featured in various national publications including *Focus on the Family* and has been a guest on podcasts such as *Treasured Ministries* and *Grace Enough*.

In 2020, Kim was recognized as one of the *Triangle Business Journal's Women in Business Award* winners. The program recognizes Triangle-area women who have proven to be dynamic and outstanding leaders with established track records of significant accomplishments in business and/or community service.

She lives in Raleigh, North Carolina, with her husband, Mike, and two kids, Chance and Isabel.

CONTACT: Christy Burkey christy@hopereins.org 919-349-9281
HOPE REINS 8420 Wake Forest Hwy, Raleigh 27613