

# Dress Up. Play Hard. Stand Out.

Words by *Lisa A. Beach* | Photo by *Jessica Friend*



Tracey Currey making PonyTail Bows



**You can find PonyTail Bows locally at Chloe Lane Boutique in Winter Park, The Tack Boutique in Winter Garden and Stockman's Harness and Saddle Shop in Orlando.**

PonyTail Bows sells three specialty "cause bows" to raise funds for the following local charities:

1. **Pink Out Winter Park**, which benefits the Winter Park Memorial Hospital Mammography Scholarship Fund
2. **Howard Phillips Center for Children & Families**, which benefits Central Florida's at-risk children and their families
3. **Pediatric Runway to Hope**, which benefits children with cancer and their families

With a company slogan of "Dress Up, Play Hard, Stand Out!," mompreneur Tracey Currey of Winter Park is a force in giving back to the community and promoting a healthy lifestyle.

Currey's company, **PonyTail Bows**, caters to the equestrian market (with expansion plans in the works), providing handcrafted bows to horse riders of all ages.

Tapping into her love of horses, Currey started the company in 2013 when a friend asked her to create a set of hair bows for her daughter to wear in a horse show. Currey's daughters, Anna (9) and Ella (12), also compete, so she understood the dilemma of finding durable, classic bows to complement a rider's outfit. Happy to help, Currey handcrafted a precision-made, high-quality bow that not only wowed her friend, but also caught the attention of other equestrians. Soon, the requests poured in. After researching the market, Currey developed a proprietary method of hand-made bow craftsmanship that now sets the gold standard.

While her friend's request jumpstarted the bow-making idea, Currey's inspiration to launch a business hits closer to home.

"I began riding at age five and competing at nine," says Currey. "When I got my horse Z, no one believed we could compete because Z suffered from a movement illness. I refused to listen to the naysayers! I had faith that we could work hard and overcome the odds. We ended up competing at the advanced level!"

She lost Z to cancer in 2014, but he still serves as her inspiration today. "I wanted to honor Z's journey through the success of PonyTail Bows, and I wanted to build a company that would serve others."

Currey makes good on her promise, as PonyTail Bows generously gives back. Through the sale of specialty bows, the company raises funds locally for breast cancer awareness, child abuse awareness and pediatric cancer. Nationally, PonyTail Bows gives a portion of equestrian bow sales to the USHJA Foundation, the charitable arm of the U.S. Equestrian Federation. Currey also launched the Blue Ribbon Project, a leadership program that connects girls from across the country and focuses on sportsmanship, philanthropy and integrity.

"Joining with these causes brought me into alignment with our purpose," points out Currey. "I wanted to build a company based on inspiration and service but do it in a high-end, beautiful way."

As she grows her company (in both profit and service), Currey deals with the challenges of juggling her work and family life. "I'm a wife first, a parent second and a business owner third. It's a balance," she says. "But the coolest thing is my girls have watched me grow. They've seen it's not always easy. Our family motto is: Never give up!"

PonyTail Bows recently launched new product lines, including athletic bows that can be customized with players' names, numbers, and positions — perfect for girls who want to dress up, play hard and stand out.