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FOR IMMEDIATE RELEASE

Saltare Equestrian Apparel: New Sponsor of Hunt Seat Team qualifying classes at IHSA Nationals

Lake Oswego, Oregon –Saltare Equestrian Apparel is delighted to announce its class sponsorship of Hunt Seat Team qualifiers during the Intercollegiate Horse Show Association 2007 National Championship finals that will take place from May 3–6 at the Eastern States Exposition and The Big E, in West Springfield, MA.

Providing support for the younger generation of riders through their collegiate endeavours, Saltare recognized a key opportunity to partner with the IHSA. An impressive organization with over 40 years of tradition, and non-profit since 1999, the IHSA encompasses 29 Regions in 9 Zones with more than 300 member colleges in 45 states and Canada – representing more than 6,500 riders – team and individuals – in Hunter Seat Equitation, Western Horsemanship and Reining.

Saltare Equestrian Apparel will award valuable gift certificates to the eight winners of the Hunt Seat Team qualifying classes. These certificates may be used to purchase a Saltare Equestrian Apparel riding shirt, or towards any other Saltare merchandise.

President and founder of Saltare Equestrian Apparel, Erin Hornung said, “Some of these gifted young riders are the stars of tomorrow in terms of equestrian competition. At their age I recall the frustration of not being able to find stylish, non-uniform riding shirts and jackets. Saltare brings fresh ideas and couture quality to the equestrian world, and as a lifelong rider I understand what riders need. Everyone, regardless of size, shape, age and ability, should feel good about themselves. That often begins with what they are wearing when they go into the show ring.”

Saltare represents a fashion concept unique to both equestrian and lifestyle apparel by offering an online studio that enables customers to design their own shirts and jackets, from a wide range of styles and exquisite fabrics. (www.saltareequestrian.com)

Also, special to the college sector, Saltare has expediently overcome the primary concern for many group purchasers with the introduction of their “fabric guarantee” which ensures continuity for future orders. While some graduating team members may hand down their garments to incoming students, others prefer to keep their shirt or jacket as a lasting memento of their college competition days.

Therefore, when a team or group creates their new, tailored “image” using Saltare’s unique, online custom-design service, sufficient fabric can be secured to complete a designated number of additional shirts or jackets at a future date. In this way, new members will be able to order garments to match those of their team mates.

Similarly, team orders benefit from generous discounts based upon volume orders. Additionally, individual students competing in IHSA, NCAA, ANRC or IDR events may also take advantage of special pricing by producing their student ID.

Saltare Equestrian Apparel will be offering a personal measuring service on their stand at the IHSA Nationals, and advance appointments can be arranged by calling Erin Hornung at Saltare toll-free: 1-866 580 5819. The stand will be open every day during show hours.

Using the same couture styling and highest quality fabrics, a range of Saltare ready-to-wear shirts and jackets will also be available during the IHSA Nationals. This represents a departure from their unique custom tailoring service and has been a huge hit with instant-gratification shoppers.

We look forward to seeing you at the forthcoming IHSA Nationals in Springfield, MA.

www.saltareequestrian.com

Attached photo: Team jackets

(High res copies of this photo are available by contacting jean@horsesourceltd.com)

