



For Immediate Release

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**As Spring Blossoms, Preparations Begin for Dressage at Devon:
September 27-October 2, 2011**

Devon, PA (April 22, 2011) – It's a spring ritual. As pink and white blossoms dapple the trees across the Delaware Valley, preparations move into high speed for the annual International Dressage at Devon (DAD) Horse Show (www.dressageatdevon.org), a premier North American equestrian event, hosting top Olympic equestrians, more than 700 horses and 35,000 spectators annually. The show combines world-class dressage competition and the world's largest open breed show outside of Europe with international Fall Festival shops, crafts, food and fun for the entire family. Dressage at Devon will take place from September 27-October 2, 2011 at the Devon Horse Show Grounds, located on US Route 30, in Devon, PA.

The life-blood of this event is its hundreds of volunteers. "Our volunteers make the show happen," says Lori Kaminski, President/CEO. "Each year, they step forward, knowing that the money we raise will go to help Thorncroft Therapeutic Horseback Riding Inc., the oldest and largest therapeutic riding program in the nation. We are truly grateful for the overwhelming response."

New This Year

For the horses and their riders who flock to Devon from around the globe, this year, new footing has been added to the Gold Ring, matching it to the high standards set last year in the Dixon Oval.

"This year, the same footing system will be installed in the Gold Ring by Belgian footing expert Bart Poels and his American partner, Brett Raflowitz. The new footing is the same type Poels installed in the Dixon Oval as well as at the 2008 Olympic Games in Hong Kong and several jumping and hunter competition arenas at the Palm Beach International Equestrian Center in Wellington FL," said Wade McDevitt, President of The Devon Horse Show and Country Fair. "The response to the footing in the Dixon

Oval last year was extraordinarily positive and the new footing in the Gold Ring will be a great addition to our facilities.” (photos are available)

This Year’s Sponsors

The 2011 Dressage at Devon is sponsored in part by Dressage Connection (www.eurosaddlery.com), B&D Builders (www.custombarnbuilding.com), Dubarry of Ireland (www.dubarry.us), and Performance Saddlery (www.performancesaddlery.com).

“Through Dressage at Devon, sponsors have access to a select audience – plus much more,” said John Henderson, DAD board member and long time volunteer).

“Sponsorship provides excellent accessibility to our exhibitors and attendees but, in addition, webcasts, media coverage, long-term Internet coverage provide millions of additional impressions that last far beyond the show.”

To learn more about sponsorship opportunities,

http://dressageatdevon.org/cms/index.php?option=com_content&task=blogcategory&id=17&Itemid=19.

Spectator Favorites

Spectators will find many of their favorites at this year’s show. This includes Dressage with the Experts, a program in which experts provide real-time commentary and which is enjoyed by novices and professionals alike. Shops, crafts and family activities provide entertainment for the whole family.

“Exhibitors, vendors and sponsors should check our website often for updates,” added Kaminski.

Reserved seating is available at <http://dressageatdevon.org/shop/> and general admission tickets will be available at the show grounds from 9/25/11 to 10/2/11.

About Dressage at Devon

Dressage at Devon (www.dressageatdevon.org) has been the premier North American Equestrian event since its founding by the Delaware Valley Combined Training Association in 1975, and became a separate organization in 2006. It combines world class dressage competition and the world’s largest open breed show with the international Fall Festival show and special activities for the entire family. The six-day event attracts more than 700 horses and 35,000 spectators each year.

Dressage at Devon, a 501(c) (3) PA non-profit organization, benefits Thorncroft Therapeutic Horseback Riding Inc., the oldest and largest therapeutic riding program in the nation. Since 1991, Dressage at Devon has raised in excess of \$1,000,000 for Thorncroft.

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