



For Immediate Release

for more information,  
contact Ginny Simon,  
Project Marketing, 610-889-2036,  
[gsimon@projectmarketinginc.com](mailto:gsimon@projectmarketinginc.com)

### **Taking It All In Gets a Lot Easier At Dressage At Devon 2011: Devon, Pennsylvania, September 27<sup>th</sup>- October 2nd, 2011**

September 2, 2011 (Devon, PA) Spectators at 2011 Dressage at Devon ([www.dressageatdevon.com](http://www.dressageatdevon.com)) will be able to add multimedia to their experience. Dressage at Devon Radio, powered by FLR Sports Radio™ allows guests to enhance their knowledge and education of dressage by listening to the comments and opinions of some of the foremost experts in the world of dressage. Spectators will also get a behind the scenes listen to critiques of the rider and horse during their performance.

Starting Friday September 30th, spectators with the credit-card sized FLR Sports Radio will be able to listen in on comments from Alison Head, Sara Schmitt, Kem Barbosa as well as receive special announcements and content. On Saturday September 1st the experts will include Suzanne King, Monica Sinks and Kathy Connelly. Sunday September 2nd will include comments and opinions by Anne Moss and several others. Visitors will be able to watch the event from anywhere on the show grounds and still listen to the exclusive commentary, available only to those with a personal receiver.

Those new to Dressage will gain a true appreciation of the sport. Professionals will gain new insights into what goes on behind the scene in the judge's booth.

The FLR Sports Radio receiver is a lightweight credit card-sized radio receiver that comes complete with earbuds, battery and a lanyard to hang around the neck.

The receivers are \$35.00 purchased in advance at [http://dressageatdevon.org/cms/index.php?option=com\\_content&task=blogcateg](http://dressageatdevon.org/cms/index.php?option=com_content&task=blogcateg)

[ory&id=25&Itemid=54](#) or for \$39 at the event. For more information visit [www.DressageatDevon.org](http://www.DressageatDevon.org).

The 2011 Dressage at Devon is sponsored in part by B&D Builders ([www.custombarnbuilding.com](http://www.custombarnbuilding.com)), Dubarry of Ireland ([www.dubarry.us](http://www.dubarry.us)), and Performance Saddlery ([www.performancesaddlery.com](http://www.performancesaddlery.com)), Malvern Saddlery ([www.malvernsaddlery.com](http://www.malvernsaddlery.com)), The Horse of Course ([www.thehorseofcourse.com](http://www.thehorseofcourse.com)), Hill Cadillac ([www.hillgmautogroup.com](http://www.hillgmautogroup.com)), Iron Spring Farm ([www.ironspringfarm.com](http://www.ironspringfarm.com)), and Mid-Atlantic Packaging ([www.midatlanticpackaging.com](http://www.midatlanticpackaging.com)).

### About Dressage at Devon

*Dressage at Devon ([www.dressageatdevon.org](http://www.dressageatdevon.org)) has been the premier North American Equestrian event since its founding by the Delaware Valley Combined Training Association in 1975. In 2006, Dressage at Devon became a separate organization, combining world class dressage competition and the world's largest dressage/sport horse breed show outside of Europe 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.*

####