

### World Equestrian Brands Supports Florida Equestrian Charities

World Equestrian Brands announces its support for equestrians competing on the Florida circuit, as well as their favorite charities. In an additional effort to assist riders on the winter circuit, World Equestrian Brands sent its saddle-fit expert, Robin Moore, to Wellington, Fla., for the season. World Equestrian Brands offered Moore's expertise to the equine community after repeated requests from its sponsored riders and clients. Eager to assist the riders, Moore conducted free saddle fittings at both the jumper and dressage shows, at B & B Saddlery and at The Paddock Saddlery mobile locations on the show grounds. **Contact: 540-305-6003; E-mail: [rmoore@equibrand.com](mailto:rmoore@equibrand.com); Web: <http://equibrand.com/>.**



### Equestrian Land Conservation Resource News

Equestrian Land Conservation Resource (ELCR) announces that Kentucky Performance Products (KPP) is supporting its mission of saving land for horses by becoming a Premier Equestrian Partner. "There is no better time than the present to start protecting our most precious resource, our land," says Karen J. Isberg, president of KPP. "ELCR is leading the charge in providing guidance for those of us with the sincere desire to properly steward our land. We are very excited about working with the group." Each of ELCR's growing list of Premier Partners has made a strong financial commitment to raise awareness and foster education of horsemen on issues of land protection.

In other news, ELCR has joined 1 Percent For The Planet to raise awareness, provide useful information and attract funding to help conserve land and preserve trail access for horse-related activity. ELCR was encouraged to join 1 Percent for the Planet by Kerri Kent, founder of Kerrits Inc., and founder/designer of g.r.a.s.s., a new collection of equestrian apparel that is dedicated to making the planet a healthier place. Says Kent, "I am committed to sustainability and conserving land for future generations of horses and riders. The choices we make today have lasting implications for tomorrow. Our thanks to ELCR for raising awareness amongst the equestrians across the country."

**Contact: 859-455-8383; [www.elcr.org](http://www.elcr.org).**

### Wrangler Tips its Hat to a New Partnership with Resistol

Wrangler Western Wear and Resistol are teaming up to craft an assortment of hat styles for the country music, rodeo and western fan. Hitting shelves this spring, the line of western hats will offer designs in both straw and felt collections for men and women. "One of the most defining symbols of the American West is the cowboy hat, and we realize no one knows cowboy hats like Resistol," says Phil McAdams, president of Wrangler Specialty Apparel. "This partnership provides an ideal opportunity to combine our western expertise to develop a line of products that not only looks good, but represents our western heritage and lifestyle as well." **Contact: 888-784-8571; [www.wrangler.com](http://www.wrangler.com).**



### International Equine Directory Website Creates Convenience

Everything-horses.net, LLC, introduces a new equine product and service directory website (<http://www.everything-horses.net>) aimed at becoming the most extensive, easy-to-use and effective tool to help horse owners and enthusiasts find providers of all their equine needs, anywhere in the world. "Several horse directory sites exist today that provide either a very localized, geographical listing of equine businesses or that specialize in one particular product or service," says Mike Heil, director of sales and marketing, everything-horses.net, LLC. "But there is a void that prevents horse owners and enthusiasts from finding solutions to all their equine needs in one convenient place. Everything-horses.net offers just that," continues Heil. "We're geared towards offering more value. Our goal is to deliver a tool that links buyers and sellers of just about every horse product and service imaginable, anywhere in the world, wherever those needs exist." **Contact: [www.everything-horses.net](http://www.everything-horses.net).**

### Hidden Pond Acquires EQ Rider

Hidden Pond Enterprises, Ltd., of Ware, Mass. (and the parent company of Tally-Ho Products) has recently acquired EQ Rider, located in Merrimac, N.H. Founded in 1990, EQ Rider offers equestrian sportswear, competition and schooling apparel. The two companies will remain separate entities, though they will share space and personnel at the Old Stone Mill in Ware, Mass., the current location of Tally-Ho Products. "The acquisition of EQ Rider allows us to broaden the base of products that we can offer to our customers: the tack stores around the country and abroad where quality goods that are made in America are still in strong demand," says Bill Braman, co-owner of Hidden Pond Enterprises and Tally-Ho Products. **Contact: [www.tallyhoproducts.com](http://www.tallyhoproducts.com); [www.eqrider.com](http://www.eqrider.com).**