

For Immediate Release

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Ruth Hogan Poulsen and Madame Noir: A Winning Impression Leads to World Equestrian Brands Tack Matters Award

Wellington, FL (March 31, 2014) - On the twelfth and last week of the Adequan Global Dressage Festival in Wellington, Ruth Hogan Poulsen and Madame Noir took center stage. Their performance was highlighted by exceptionally well fitting and beautiful tack, and it was starpower enough to earn them the World Equestrian Brands Tack Matters Award.

“You can never get a second chance to make a first impression,” Poulsen said as she accepted the Tack Matters Award, which recognizes riders whose well fitting, beautiful and functional tack inspires others to be their best. As a prize she received Equilibrium Stretch and Flex bandages. Equilibrium designs some of the most technologically advanced leg protection and therapy products on the market today. With extensive studies on materials, and the effect of weight, heat, concussion, and other key points of leg protection, Equilibrium can state with 100% certainty that all of their products have been tested in labs and on cross country courses, dressage arenas, show jumping courses and that they meet and exceed the demands of the sport.

Throughout her adept performance, guiding Michael Rotko's nine year-old, 16.2-hand black Danish (Nobleman x Silke) warmblood mare through her first Prix St Georges in Wellington's electric atmosphere, Poulsen presented a pulled-together look that included coordinating her helmet to her horse's browband and credited her ground crew – Melissa McLaren and Annie O'Brien – with “having a lot to do with how great she (Madame Noir) looks.”

“I couldn't be happier all the way around, thank you!” beamed a happy Poulsen.

“She is absolutely right about getting only one chance to make a great first impression,” Moore said. “It's a message of good horsemanship and presentation that bears support. Tack is part of that image. It all matters.”

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performance equestrian products with hassle-free, personalized service backed by an experienced team of riders. Visit www.worldequestrianbrands.com.

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Photo: Sahar Daniel Hirosh and Ruth Hogan Poulsen accepting Poulsen's World Equestrian Brands Tack Matters Award. (Photo courtesy of JRPR—no photo credit necessary)