

For Immediate Release

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**Amerigo Saddles and World Equestrian Brands
Team Up to Educate About Synergy in Saddle Fitting**

Wellington, FL (March 5, 2015)— It takes a cadre of knowledgeable and dedicated professionals to keep a top performance horse at its peak. Elite riders like USDF Gold and Silver medalist Ali Brock and international Three-Day Eventer Buck Davison call on dedicated professionals to keep their horses healthy and in top form, including the specialists at the saddle company Amerigo. Because of Brock's and Davidson's commitment to horses' well-being, both talented equestrians recently hosted clinics sponsored by World Equestrian Brands— the U.S. distributor of Amerigo saddles— to spread vital saddle fitting knowledge.

Amerigo's renowned saddle designer, Peter Menet, spoke at the clinics to explain Amerigo's unique features centered on horse health. Menet said he has always been a rider, but not always a saddle maker— but after he was hired by a well-known German saddle maker while was in his native Switzerland, he was hooked.

"That's how I came into the business," he said. "I got the saddle bug, really." From there, he went on to create a unique saddle.

"We think that a very good saddle making concept is to be successful in all disciplines," he said. "What we see is that a lot of companies are specialized by discipline. By doing this, you always have to do what people want. But we do what horses need."

Amerigo's unique concept involves Menet's vision for horse comfort and movement.

"We say that the saddle has to have the same shape as the back of the horse," he explained. "We cannot ignore shapes of horses. We try to find where the horse can carry the weight easily. We are not into the biggest possible weight distribution; instead, we put more weight on the spots where the horse can carry more – right where you would sit if you rode without a saddle. We do it the same

in all disciplines. The only difference is the look of the saddle and the stirrup length.”

At the clinics, Menet met one-on-one with horses and their riders to help the pairs discover ideal saddle fit. Amerigo has a system based on the principles of biomechanics, in which the company works to gain as much knowledge as possible about the equestrians and equine athletes to ensure the correct fit. The clinics have been conducted worldwide from Japan to New Zealand and the United Kingdom to the United States.

Trainers, riders, veterinarians, and equine massage therapists have all shown interest in the clinics.

“In Europe, it’s very common that we work with a variety of specialists,” Menet said, adding that in the United States he is trying to educate and connect the disciplines. “It’s obvious you only get good results at the top level if the veterinarian, the dentist, the farrier, the saddle maker, the nutritionist, the rider, and the training are all coordinated.”

Menet said that Robin Moore, CEO of World Equestrian Brands, has been a key component in the Amerigo brand for many years. Moore was pleased that the designer of Amerigo saddles personally conducted the clinics. “Peter explained the dynamics of biomechanics, conformation, and the effects of tack,” Moore said. “These details make all the difference in performance horses worldwide in all disciplines.”

World Equestrian Brands is a Virginia-based tack distributor of the highest quality brands on the market, including Amerigo, Vespucci, E.A. Mattes, and Equilibrium. The company’s products include saddles, bridles, girths, leg wraps, saddle pads, therapeutic equipment, and more. The technologically advanced and high-performance tack the company distributes demonstrates the company’s dedication to helping horses and riders succeed. For more information about World Equestrian Brands and its products, visit www.worldequestrianbrands.com or call 1-888-637-8463.

Photo: Peter Menet of Amerigo saddles shares his saddle-fitting expertise at a clinic sponsored by World Equestrian Brands (Photo courtesy of JRPR)