

For Immediate Release

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**Evi Strasser is Back in the Saddle with the
World Equestrian Brands Tack Matters Award**

Wellington, FL (March 24, 2015)— Her first ride of this competitive season earned Canadian rider Evi Strasser the World Equestrian Brands Tack Matters Award for turning out her horse in a beautiful and professional manner with quality tack. “If you don’t have proper equipment, you can’t ride to your best and the horse can’t perform,” Strasser stated simply. “You represent the sport, and you need to follow the rules when you compete. I think it’s just the way it should be—very classy and nice looking.” Strasser uses an Equilibrium pad, one of the many superb brands available through the World Equestrian Brands company.

Evi Strasser and her horse Rigaudon Tyme—an Oldenburg gelding, sired by Rosano—were presented with the Tack Matters Award for eye-catching presentation with high-quality, functional tack. World Equestrian Brands offers world-class, high-performance products, including the popular brands of Amerigo, Vespucci, E. A. Mattes, and Equilibrium. Each week of the 2015 Adequan Global Dressage Festival, a horse and rider are chosen to receive the Tack Matters Award as recognition for their professional and well turned out appearance in the ring. The award includes a piece of tack from one of World Equestrian Brands’ popular brands. This week, Strasser received a jeweled brow band for her horse.

Strasser competed in the FEI Prix St George and the FEI Intermediate I for her first time back in competition after recovering from an accident she suffered from three months ago. Along with Rigaudon Tyme, Strasser also competes her Grand Prix horse Romance Tyme, and her daughter competes two other horses— Action Tyme and Fashion Tyme. Born in Germany, Strasser is currently based out of Montreal, Quebec, where she operates Good Tyme Stables. Her horses are shown and trained at the international level, which

further reveals her professionalism that World Equestrian Brands representatives saw in her ride. “Rigaudon Tyme did really well— I made mistakes in the two lines, but he was very on. This is our first show this season because I had a major accident in December, so I just got back on a horse,” explained Strasser. “I am very excited that I am able to do this again,” she smiled. Her professional attitude helps to present herself and her horse in an even more beautifully turned out way.

World Equestrian Brands’ primary focus is to provide high-quality tack while presenting a positive shopping experience for their customers. Tack makes a difference in a ride—in functionality, appearance, and comfort for both horse and rider. World Equestrian Brands looks for riders who ride into the ring as the “complete package,” as described by Robin Moore, president of the company. For more information about World Equestrian Brands’ fine products, visit www.worldequestrianbrands.com.

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Photo: Evi Strasser, riding Rigaudon Tyme, is presented with the World Equestrian Brands Tack Matters Award with her daughter and fellow dressage rider Tanya Strasser (front) (Photo courtesy of JRPR—no photo credit necessary) (Click on the photo for a high-res version)

Download the high-resolution photo at <http://www.jrprweb.com/Photos/index.php/World-Equestrian-Brands/WEBStrasser-3>