



For Immediate Release

Bit of Britain, the leader in the sport of eventing, has raised the stakes for all participants at the 2011 Jersey Fresh Three Day as well as the 2011 Dansko Fair Hill International Three Day Event. Bit of Britain has devised the \$30,000 Challenge with three ways to win:

- Any horse and rider combination that wins the CCI*** Divisions at both Jersey Fresh and the Dansko Fair Hill International will receive \$20,000
- Any horse and rider combination that wins the CCI** at Jersey Fresh and the CCI*** at Dansko Fair Hill International will receive \$15,000
- Any horse and rider combination that wins the CCI** Divisions at both Jersey Fresh and the Dansko Fair Hill International will win \$10,000

As the owner of Bit of Britain I am very happy to support two of the finest events on the east coast. I was one of the original supporters of Jersey Fresh many years ago and Fair Hill has always been dear to my heart, being close to my home and business. I look forward to presenting someone with a check as the winner or winners of the Bit of Britain \$30,000 Challenge.

Bit of Britain is located in Oxford, PA. Along with its one retail location Bit of Britain also supports a mobile store that attends upward of 30 equine events per year as well as a full color catalog and an expansive online presence at www.bitofbritain.com.

In 2010 Bit of Britain was by far the largest retailer at the World Equestrian Games in Lexington, KY with a 6600 square foot showroom sometimes described as “The Mall of the WEG”.

Bit of Britain is no newcomer to the equine retail industry celebrating its 25th Silver Anniversary in 2011.

Remember You Must Be In It To Win It!! Entries close for Jersey Fresh on April 12th.

For more information contact beth@bitofbritain.com or call 610-998-0400 and ask for Beth.

