

## **For Immediate Release –**

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## **Stepping Stone Farm and The Ridge Win Arenus Tack Room Competitions During HITS-on-the-Hudson Summer Shows**

*Saugerties, NY (August 16, 2010)* – Thanks to beautiful and award-winning tack room displays, Stepping Stone Farm and The Ridge won the Arenus Tack Room Competition during week five and six of the HITS-on-the-Hudson Saugerties Summer Shows. The tack room competition award is sponsored by Arenus, a premier provider of innovative health and nutritional products for pets and horses, featuring the ASSURE<sup>®</sup>, STEADFAST<sup>®</sup>, EQUILITE<sup>™</sup>, SORE NO-MORE<sup>®</sup>, ALEIRA<sup>®</sup> and RELEIRA<sup>®</sup> product families, and the winner takes home a prize bag filled with Arenus's products.

Sandy Kelly of Stepping Stone Farm, located in East Greenbush, New York, and trainers Monty Kelly and Amy Momrow, were thrilled to win the Arenus Tack Room award. One of their customers built the Stepping Stone deck area at the HITS show grounds as a present for Sandy, which proved to be a winning attribute at the show. Stepping Stone Farm is known for creating attractive stabling environments, as they also won a tack room award during the Winter Equestrian Festival this past winter.

“I think it is great that Arenus sponsors the Tack Room Competition,” Momrow said. “Anytime you have a sponsorship it really gets the products out there and connects the barns and trainers directly with the products. We really appreciate that and also the fact that we won.”

Olympic show jumper Nona Garson's farm, The Ridge, with locations in New Jersey and Wellington, Florida, also took home an award for their nicely decorated stabling area at the HITS-on-the-Hudson shows. Kaileigh Keller, of Midlothian, Virginia, rides with Garson at The Ridge and was excited to accept the winning tote from Arenus, which was filled with a variety of items from their many product families including Arenus's SORE NO-MORE liniment.

In addition to sponsoring the tack room competition, Arenus also hosted Arenus Focus week during the HITS show. Arenus provided the show participants with a fun-filled special exhibitor party at Puttin' Plus in which everyone was invited to an evening of mini-golf, go carts, laser and water gun tag and batting cages.

“In addition to sponsoring the weekly Tack Room Competition, Arenus put together a promotion where exhibitors could turn in an information form at Beval. Everyone who turned one in got a promotional item from Beval,” said Lisa Engel, Account Executive, Corporate Sponsorship for HITS. “Melissa Bennington, who works for Arenus, is really great and competitors get really excited when they see her coming in the Arenus golf cart.”

Throughout the HITS show circuits, which includes HITS Thermal, HITS Ocala and HITS Saugerties Horse Shows, Arenus presents an Arenus Tack Room Competition Award to one winner stabled on the show grounds. Tack and stabling areas are judged on aesthetics and suitability. The tack room winner is selected by an Arenus representative and the winner receives a prize basket from Arenus containing products from its ASSURE, STEADFAST, EQUILITE, SORE NO-MORE, ALEIRA and RELEIRA product families.

HITS, Inc. produces high-quality, international-level hunter/jumper horse shows. Based in upstate New York in the village of Saugerties, HITS has been producing shows since 1982 and is now a nationwide company with world-class circuits in California, Florida, Arizona, New York and Virginia. In 2010, HITS will take the industry to new heights when it hosts the Pfizer \$1 Million Grand Prix in Saugerties on September 12.

### **About Arenus**

Arenus is a premier provider of innovative health and nutrition products for pets and horses. Arenus is a growing division within Novus Nutrition Brands, a global company dedicated to Health and Nutrition Through Science™. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit [www.arenus.com](http://www.arenus.com).

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*Photo: Olympic show jumper Nona Garson's farm, The Ridge, won the Arenus Tack Room Competition during the HITS-on-the-Hudson Summer Show in Saugerties, New York. Kaileigh Keller, of Midlothian, Virginia, who rides with Garson at The Ridge, accepted the winning tote from Arenus which contained an assortment of products from the Arenus lines which includes ASSURE®, STEADFAST®, EQUILITE™, SORE NO-MORE®, ALEIRA® and RELEIRA®. (Photo courtesy of HITS-on-the-Hudson)*

