



FOR IMMEDIATE RELEASE

Media Contact: Molly Gasiewicz

610-998-0400x26

molly@bitofbritain.com

BIT OF BRITAIN CONTINUES CHASE THE CHALLENGE ACROSS AMERICA INTO 2012

With the great response from the previous year, Bit of Britain decides to carry this challenge over to the 2012 season.

OXFORD, PA – In 2011 John Nunn, owner of Bit of Britain, decided upon doing a challenge for the lower levels of eventing. He thought, why do you only get rewarded when you make it big?

Thus, Chase the Challenge Across America was born. Those at Bit of Britain suspected the challenge would excite many eventers, however they weren't predicting the overwhelming, positive response from competitors across the country. Having reached and pleased so many, Nunn decided this is something that needs to continue.

"We want to continue supporting the sport of eventing, a sport which has given Bit of Britain so much," Nunn said. "We hope this challenge helps inspire people to go to more shows and try and win back-to-back at the lower levels. After all, the lower levels are where it all starts for each and every one of us."

Here's how the challenge works: For the 2012 season at recognized horse trials across the country, any horse and rider combination that wins two shows back-to-back in levels Beginner Novice through Training will win a \$25 gift card and a pair of Nunn Finer Brushing Boots (\$48.95 value).

This horse and rider combination may win by winning two shows back-to-back at the same level, or by winning a show at one level, and then advancing one level and winning at the next show (e.g. winning Beginner Novice and Novice or Novice and Training). If the horse and rider combination wins two shows while moving up a level, they will win an additional \$10 (\$35 gift card and Nunn Finer Brushing Boots).

What to do if you win two shows back-to-back? First, go online to www.useventing.com and verify that your scores are posted (amateur scoring excluded). When you've seen that your wins are posted, call up Bit of Britain at 888-442-5015 with your name and USEA number ready. Our Customer Service Representatives will verify your two wins and then send you your prizes!*

There are no strings attached! As one of the largest supporters of this sport, Bit of Britain, as always, wants to give something back to its competitors.

**Winners will only receive their prizes by calling in; Bit of Britain will not be tracking scores. Verification could take up to two (2) weeks depending on when your scores are posted on the USEA website.*





Bit of Britain

Bit of Britain was formed in 1986 by a veterinarian who sold primarily to racetracks in the Northeast. In 1991, John Nunn, who had trained race horses for 15 years, purchased the company. John had greater plans for the company than just selling to racetracks, thus he found a niche in selling to Eventers as very few retailers were doing so. Furthermore, John developed a wholesale company, Nunn Finer Products, which manufactures top-quality leather products for riders. For 25 years now John's reputation for selling trusted, well-made products has not wavered allowing Bit of Britain to be the leading retailer for the Eventing community.

###

