

2011  
**BIT OF BRITAIN**  
  
**JERSEY FRESH-FAIR HILL  
\$30,000 CHALLENGE**

**FOR IMMEDIATE RELEASE**

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**THE DANSKO FAIR HILL INTERNATIONAL MARKS AN END TO BIT OF BRITAIN'S CHALLENGE**

*Lisa Marie Fergusson will compete to win the 2011 Bit of Britain Jersey Fresh-Fair Hill \$30,000 Challenge*

OXFORD, PA - The Dansko Fair Hill International is right around the corner therefore marking the culmination of the Bit of Britain Jersey Fresh Fair Hill Challenge. Lisa Marie Fergusson has her sights set on claiming the \$15,000 prize by competing in the CCI 3\* aboard her teammate Smart Move.

John Nunn, owner of Bit of Britain, wanted to create a challenge that really gave upper level competitors some incentive to compete at two outstanding events. He also thought a hefty cash prize would be a nice reward for someone who could meet the challenge.

As the leading retailer for the eventing community, Bit of Britain feels it's important to support those riders who really keep the sport alive. Andrea Leatherman, who won the 3\* at Jersey Fresh, unfortunately pulled out of the race due to the sale of her horse, Mensa. So it is now up to Fergusson to ride for the big win at Fair Hill.

"It's a great feeling to support such a determined and talented young eventer," said John Nunn, owner of Bit of Britain. "I've always thought of myself and this company as not only a supporter of the sport, but a supporter of those up-and-coming riders who really will take our sport into the future. We at Bit of Britain wish Lisa the best of luck."

Fergusson said the challenge definitely made her think about her choices as a rider and how those choices were going to affect her horse. For instance, some are telling her to play it safe, stay at the 2\* for Fair Hill as all the tough competition will be at the Pan American Games, and probably take home the \$10,000 check. However, Fergusson thought for her goals as a rider, the 3\* was more fitting.

Fergusson does agree that the challenge gave her some incentive, and thinks the sport is definitely lacking some financial support.

"I think it's fabulous," Fergusson said. "I think it's exactly what the sport needs. It gives you something big to look forward to, but it also gives you that motivation for the pursuit of excellence while you're riding."

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So, after a long summer of working with professionals like Phillip Dutton, Fergusson has put a lot more emphasis on her dressage and show jumping phases to really make Smart Move a well-rounded eventer. At the end of the day she says she ultimately wants Smart Move to have a confident round at the 3\* level to further their goals for next spring.

But, Fergusson admits that throughout the whole event she'll think if she's clean, if she can nail this one clean change in her dressage test, she's that much closer to a hefty sum. The challenge will definitely be on her mind but she says once she's riding, she'll just think about doing the best she can at that particular moment.

For more information about the challenge or Bit of Britain please call Molly Gasiewicz at 610-998-0400x26 or email [molly@bitofbritain.com](mailto:molly@bitofbritain.com). Please visit our website at [www.bitofbritain.com](http://www.bitofbritain.com).

#### **About the Challenge**

- 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

#### **Bit of Britain**

Bit of Britain was formed in 1985 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. 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.

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