



DATE

Press Release

Ride-Alert Support Equifest

THE team at Ride-Alert are supporting this year's Equifest show at the East of England Showground.

Ride-Alert, the innovative range of personal identification products, for both horse and rider, which provide a direct link to the Emergency Response Centre 24-hours a day, will be presented to more than 600 winning riders throughout the four day show which runs August 19 to 22.

All winners of the Open showing and driving classes, as well as the winners of the show jumping competitions will receive a Ride-Alert pack.

Adrian Soskin of Ride-Alert said: "We are delighted to be supporting Equifest, it is a wonderful show and has grown enormously in a very short space of time.

"Accidents can happen at any time when riding, whether out hacking or even at a competition.

"Providing winners with the Ride-Alert identification pack is one way of making sure event organisers can quickly get hold of the rider's medical information in an emergency."

By wearing a Ride-Alert ID Wrist Band, riders and their friends and family can feel safe in the knowledge that in the event of an accident a highly trained emergency response team will relay vital medical and allergy information to relevant authorities, contact next of kin, the stables, and even the vet.

Ride-Alert was recently awarded the highly regarded 2010 British Equestrian Trade Association (BETA) Innovation Award for Safety and Security at the UK's leading equine industry Trade Fair BETA International.

To find out more about the Ride-Alert support network please visit www.ride-alert.co.uk.

ENDS

For further press and media enquiries please contact Claire at TSM on 01724 784600.