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Legacy Debuts Fine Products Inspired by Legendary Horsewomen

Vintage Photographs Celebrate Turn-of-Century Rebel Riders

CASTALIA, North Carolina — August 22, 2011— Historically there's been one place where women could claim total equality with men: on the back of a horse. Today Legacy gives people an opportunity to own a piece of that history with their new line of vintage inspirational wares, designed to capture and celebrate the spirit of the dynamic women who redefined equestrian sports at the turn of the Century. Legacy's unique products feature vintage photographs of the role-defying women who abandoned tradition, along with skirts and sidesaddles for chaps, breeches and riding astride. The product lines currently include a collection of gallery quality prints and apparel, and are available online at www.legacy-createyours.com.

THE INSPIRATION

When entrepreneur Jennifer Gray first saw the extensive collection, most taken by R.R. Doubleday, a well-known rodeo photographer of the era, she was thrilled. Together with business partner Amy Tanis, she procured the rights to the photos and then set out to research the origins of their subjects. The journey eventually took them to the Library of Congress where they found a wealth of information about the women in the photos and the dynamic lives they led.

“We instantly fell in love with these women and their incredible stories,” said Legacy co-founder Amy Tanis. “Jennifer and I both have chosen non-traditional paths in life and overcome some obstacles, and the idea of women who just decided to follow their dreams inspired us—not just to build a business, but a business that celebrates that inspiration.”

The stories behind the inspiration are legendary. Bronc-riding Prairie Rose Henderson died mysteriously, her remains identified by her rodeo trophy belt buckle. Bonnie Gray turned her back on her music degree to be crowned Champion Trick Rider and make a living performing stunts for male movie cowboys. Many suffered serious injuries and some died from injuries sustained during competition. Several of the women are inductees into the Cowgirl Hall of Fame and the Rodeo Hall of Fame, and all paved the way for generations of women who love to ride.

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“We’ve put these women’s remarkable stories front and center in our unique clothing and gallery-quality prints,” said Gray. “And since Amy and I share a love for horses, all of our products celebrate the cowgirls and horsewomen who battled prejudices and traditions during that time period. Remember, these women weren’t allowed to vote, or even wear pants! They left an amazing legacy, and we want to inspire others to do the same.”

THE PRODUCTS

At launch, the gallery print collection will feature 10 vintage photographs that have been painstakingly restored and reproduced. Buyers can customize their prints choosing from eight frame options that range from rustic wood to fancy scrollwork, and with the click of the mouse can see their prints in the chosen frames. The prints are then professionally framed, using ‘conservation framing techniques’, preserving prints for a lifetime of enjoyment. Each print is delivered within 5-7 days and is accompanied by a biographical sketch of the subject, allowing the buyer to own a true piece of history.

The Legacy apparel line offered at launch is comprised of T-shirts and hats that bear the photographs of the women, paired with inspirational, empowering, and often amusing phrases. The T-shirts come in fitted and comfy sizes and are of highest quality cotton, in a ‘destroyed’ style that gives them their vintage feel. All T-shirts include artwork with a soft touch, direct to garment print on front and back including the company’s tag line: Legacy – Create yours.

Legacy will donate 20% of the proceeds from the Hero T-shirt to *Compass to Care*, an organization that pays transportation expenses for children receiving cancer treatments – at times far away from home. As a survivor of childhood cancer, the cause hits close to home for Amy.

The apparel collection will feature eight designs to start, with more from the collection to be released in 2012. Amy and Jennifer are encouraged by the early reception the products have received and are already working on the next offering from the brand: jewelry.

ABOUT LEGACY

Founded in 2011, Legacy sells high-quality apparel and gallery prints celebrating the spirit of the trailblazing cowgirls and horsewomen who defied stereotypes by competing with men in professional rodeo at the dawn of the 20th Century. Legacy’s complete product line and more information can be found at the company’s online boutique at www.legacy-createyours.com.

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