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Media Contact:

Amanda Powers

Dobbin Group

(508) 479-0416

amanda@dobbin-group.com

Tredstep Ireland Delivers a Rider's Eye View of Badminton and Rolex *Social Media, Contests and Promotions Engage Fans Like Never Before*

Dublin, Ireland – 18 April 2012 – With the 2012 Mitsubishi Motors Badminton Horse Trials and the Rolex Kentucky Three-Day Event fast approaching, Tredstep Ireland plans to involve their fans through social media, retail promotions and updates from sponsored riders. The stakes are high as riders anxiously compete to qualify for the London Olympic Games, and this will undoubtedly be a thrilling time for fans.

The excitement will kick off with Bit of Britain's "[Chase the Challenge, Kentucky Edition](#)" where winners will have the opportunity to choose a pair of Tredstep Ireland's newest tall boot, the Raphael. Everyone attending the Rolex Kentucky Three-Day Event may enter in the competition by stopping by the Bit of Britain tent and the lucky winner of a pair of Raphael's will be chosen at 4 pm on Friday April 27. Tredstep Ireland sponsored rider Sharon White has also teamed with JustWorld International and will be doing a coursewalk on Friday April 27 at Rolex Kentucky after the last horse performs in the Dressage. Fans at Rolex should also stay tuned for an autograph session with Sharon White on Sunday April 29, with time to be determined.

During the two weeks that Rolex and Badminton are running Tredstep Ireland will be running a trivia contest on their own [Facebook page](#). Tredstep has six sponsored riders competing at Badminton: Caroline Powell of New Zealand, Lauren Shannon of the UK, Aoife Clark of Ireland, Mark Kyle of Ireland, Michael Ryan of Ireland and Camilla Spears of Ireland. Sponsored riders Sally Cousins and Sharon White will be showing at Rolex. Throughout the events fans will have the opportunity to answer trivia question

pertaining to the sponsored riders and their horses with the potential to win some great Tredstep prizes!

Tredstep fans will also have the exciting opportunity to hear directly from sponsored riders, Sharon White and Aoife Clark, who will be competing at Rolex and Badminton, respectively. Sharon White of the United States will be updating her [website](#) as well as Tredstep's Facebook page and blog, directly from the Rolex Three-Day Event, giving fans a unique opportunity to experience the event first hand. The following week, Aoife Clark of the UK will be riding at the 2012 Mitsubishi Motors Badminton Horse Trials (May 3-7) and [blogging](#) from the event for Tredstep fans. Both riders are aiming for the 2012 London Olympics making their performances at Rolex and Badminton vital to their selection for London.

About Tredstep Ireland

In 1993, Irish entrepreneur and Three-Day Event rider Aidan Keogh saw the need for a better half chap, and set out to create his own. A former design student who studied fine arts, Keogh believed that he could improve the comfort and performance of riding wear, while respecting the traditions of a Centuries-old sport. His product eventually redefined the market and brought half-chaps to the mainstream where they are now standard equipment for every rider. Along the way he created Tredstep Ireland, a company driving innovation, but ever respectful of the traditional roots of equestrian sport.

The company now offers a complete collection of chaps, boots and accessories including the newly released Raphael tall boot of their superior Renaissance Collection, to make the riding experience more enjoyable. For more information on our products, please visit us at <http://www.tredstep.com>.