

For Immediate Release –

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Internationally Acclaimed Animal Massage Therapist and Author Jean-Pierre Hourdebaight Speaks At Sho Clothes “Shop Talk”

Wellington, FL (July 16, 2009)- Jean-Pierre Hourdebaight, an internationally acclaimed animal massage therapist and author, educated the audience about the benefits of massage during “Shop Talk” at the Sho Clothes dressage boutique in Wellington. Hourdebaight is the author of several books including *Fitness Evaluation of the Horse*, *The Rider’s Fitness Guide to a Better Seat*, *Equine Massage* and *Canine Massage: A Complete Reference Manual*.

Hourdebaight shared his expertise with the audience, explaining the many benefits of massage including his belief that daily pre and post workout massages and hydrotherapy for a horse can greatly benefit the progress of a horse’s training. Hourdebaight also discussed the benefit of a pre-purchase fitness evaluation. As described in his book *Fitness Evaluation of the Horse*, before investing in a pre-purchase vetting exam Hourdebaight explained that a certified massage therapist will be able to determine a horse’s weakness and areas where the animal is compensating or out of balance. If the horse is able to pass this inexpensive evaluation a buyer can comfortably request a pre-purchase vetting.

Betsy Rebar Sell, who co-owns Sho Clothes with Michele Hundt, was pleased with Hourdebaight’s talk and the enthusiasm of the audience. “As a result of Jean-Pierre speaking at Shop Talk, Christine Pinto reserved Jean-Pierre for a day of massage therapy class,” Rebar Sell said. “During the seminar Jean-Pierre will show five to ten people hands-on massaging techniques on Christine’s four horses, who just arrived from Germany.”

Hourdebaight also covered the five techniques every dressage rider should know: stress point massage technique; trigger point massage technique; swelling massage technique; stretching technique; and hydrotherapy technique. "As horse owners we need to be aware of our horse's physical strengths and weaknesses," Hourdebaight explained.

"Shop Talk" is sponsored in part by the Gold Coast Dressage Association (GCDA) and the event is a great way for equestrians to gather and learn from top professionals in the equestrian industry. "Every month we learn something new and meet new people," said Hundt, adding that the community response to "Shop Talk" is overwhelming. "It's a wonderful way to enjoy an evening and also learn more about the dressage community around us."

With programs like "Shop Talk," Sho Clothes is well known for supporting the dressage community. Specializing in dressage apparel, Sho Clothes is located in Wellington and their mobile boutique is a fixture on the Florida Dressage circuit. "Shop Talk is free and everyone is welcome," Hundt said. "We meet on the second Tuesday of each month at Sho Clothes, 3220 Fairlane Farms Road in Wellington."

For more information on Sho Clothes or "Shop Talk," visit their website at www.shoclothes.com or call them at 561-319-2121.

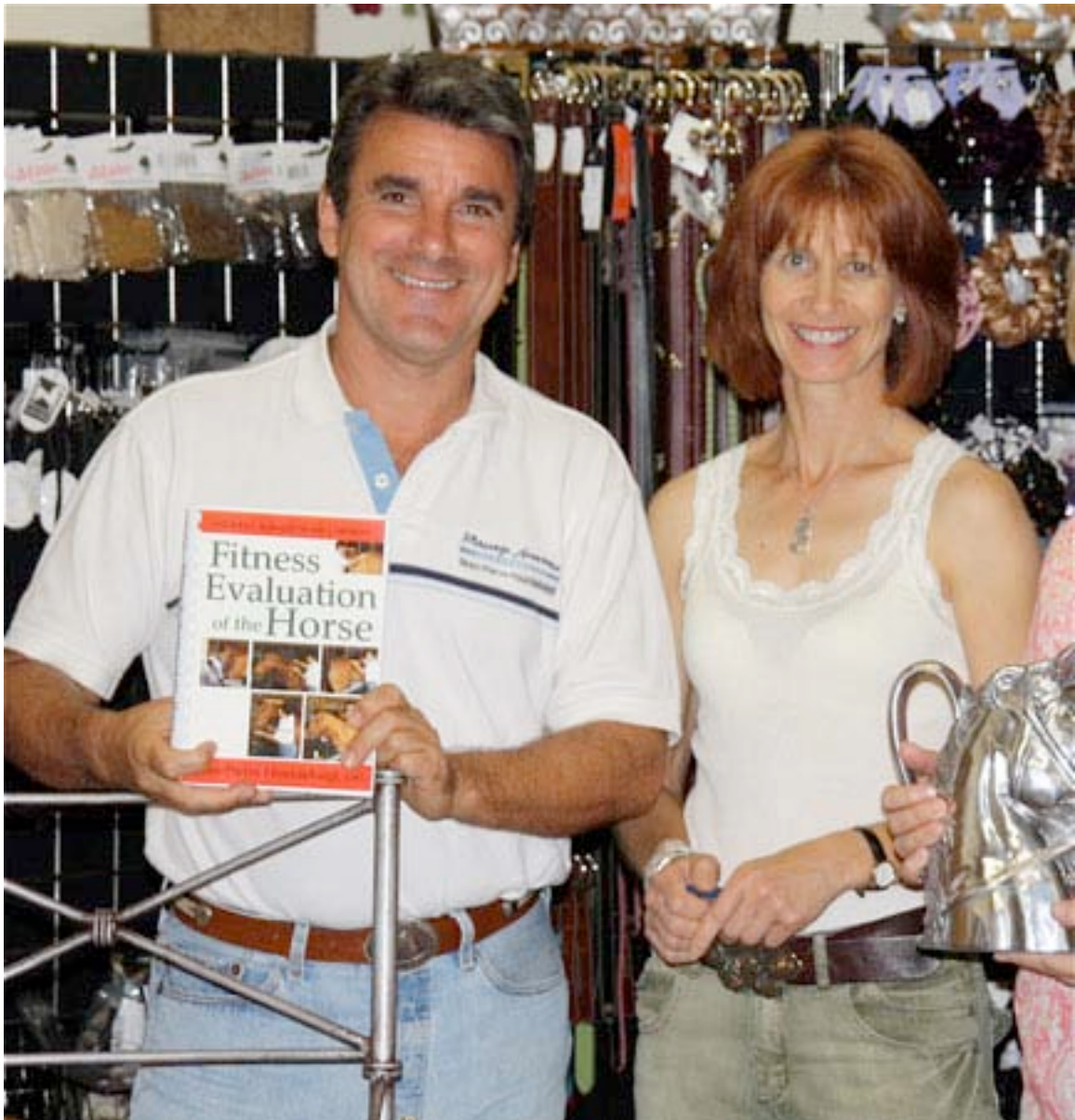


Photo: Animal massage therapist and author Jean-Pierre Hourdebaigt gave away a copy of his book "Fitness Evaluation of the Horse" when he spoke at "Shop Talk" at the Sho Clothes dressage boutique in Wellington. Hourdebaigt, left, stands with Sho Clothes co-owner Betsy Rebar Sell.