

For Immediate Release –

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Betsy Steiner Speaks About Equilates™ and Rider Retreats at Sho Clothes “Shop Talk”

Wellington, FL- Dressage rider, trainer and author Betsy Steiner is a strong fitness advocate for the equestrian, and she shared information about her Equilates™ fitness program and her rider retreats at a recent “Shop Talk” held at Sho Clothes in Wellington. Steiner has developed Equilates, a Pilates-based sport-specific program for riders.

"If you intend to work with another athlete [a horse], you need to be an athlete equal to him," Steiner said, stressing the importance of keeping the rider's body fit to be able to be fair to the horses. "A strong core will keep the rider balanced, so there is not a need to hang on to the horse's mouth."

Steiner explained to the audience attending “Shop Talk” at the Sho Clothes boutique that she believes core strength, balance and alignment are important for riders. She said she developed her beliefs while working with Egon von Neindorff in Germany. "Every time I would get on a horse, Neindorff would say to me 'If you don't have a seat, you have nothing'," Steiner said.

Steiner, author of the book “A Gymnastic Riding System Using the Mind, Body & Spirit,” also shared with the group that she offers four-day dressage retreats. Once the riders get their horses settled in on the first day, they have a “spa party” to begin the weekend as a way for them to relax, focus and prepare themselves for the week to

come. Experts in nutrition, Pilates, sports psychology and more will be included in the program. “My goal is to provide for riders and trainers a whole holistic approach on how to communicate better with our equine partners,” Steiner said.

Sho Clothes, co-owned by Michele Hundt and Betsy Rebar Sell, hosts the monthly “Shop Talk” in association with the Gold Coast Dressage Association (GCDA). The event is a great way for equestrians to gather and learn from top professionals in the equestrian industry.

Specializing in dressage apparel, Sho Clothes is located in Wellington and their mobile boutique is a fixture on the Florida Dressage circuit. Hundt and Rebar Sell are proud of the community response Shop Talk has created. “We have had such a good time co-hosting Shop Talk,” said Hundt. “The response from clients, friends and riders, old and new to the sport, has been overwhelming.”

Shop Talk is free and the public is welcome. For more information on Sho Clothes visit their website at www.shoclothes.com. For more information on Betsy Steiner and Equilates, visit her website at www.betsysteinerdressage.com.



Photo: Dressage rider, trainer and author Betsy Steiner spoke at Sho Clothes' recent "Shop Talk" in Wellington. Steiner talked about Equilates, a Pilates-based sport-specific program she has developed for riders. (Photo courtesy of PhelpsPhotos.com)