

For Immediate Release –

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Brenda McDuffee of The Sanctuary Equine Sports Therapy & Rehabilitation Center Speaks At Sho Clothes “Shop Talk”

Wellington, FL (December 10, 2009) – Brenda McDuffee, General Manager of The Sanctuary Equine Sports Therapy & Rehabilitation Center in Ocala, shared the benefits of equine rehab and conditioning at the Sho Clothes dressage boutique’s recent “Shop Talk.” The Sanctuary, a world-class, multi-million dollar facility dedicated to the healing, conditioning and well-being of all equine athletes, features some of the most advanced conditioning and rehab equipment in the world.

McDuffee explained to the audience the benefits of rehab and conditioning, and also detailed what each piece of equipment at The Sanctuary does. “It was great to learn what The Sanctuary has to offer, including the therapy available for dressage horses,” said Michele Hundt, who co-owns Sho Clothes with Betsy Rebar Sell. “The Sanctuary specializes in rehab but also excels at conditioning horses. Many top dressage riders are already using the facility and it was wonderful to learn more about it.”

McDuffee explained that many dressage horses experience hind end problems or weaknesses and suspensory injuries due to the physically demanding nature of the sport. “The Sanctuary has many therapies that address these injuries and targets specific problems,” McDuffee said, adding that The Sanctuary also offers “mobile” laser therapy that can be taken to farms or horse shows. “Laser therapy treats joint problems, muscle and soft tissue injuries, and wounds. Laser treatments relieve pain, reduce inflammation and swelling, and repair tissue faster while minimizing scarring and reducing infection opportunities.”

Sho Clothes, an upscale dressage boutique in Wellington, specializes in the latest and most fashionable dressage apparel for show and play. “We also love to support the dressage community and ‘Shop Talk’ has proven to be a successful way for dressage enthusiasts to gather and learn,” Hundt said, adding that “Shop Talk” is held the second Tuesday night of each month and is co-sponsored monthly by the Gold Coast Dressage Association (GCDA).

The Sho Clothes Sho Room, located at 3220 Fairlane Farms Road in Wellington, boasts a wide variety of the finest dressage riding clothes, apparel, jewelry and dressage accessories available. Sho Clothes also offers top-notch customer service in the store, with a knowledgeable staff ready to assist shoppers in their purchase decisions. Dressage enthusiasts all over the world also have the option to shop at Sho Clothes by visiting www.shoclothes.com.

For more information on Sho Clothes or “Shop Talk,” visit their website at www.shoclothes.com or call them at 561-319-2121. For more information on The Sanctuary Equine Sports & Rehabilitation Center, visit their website at www.sanctuaryequinerehab.com.



Photo: Brenda McDuffee, (left) General Manager of The Sanctuary Equine Sports Therapy & Rehabilitation Center in Ocala, spoke about the rehab and conditioning benefits offered at The Sanctuary during a recent “Shop Talk” at Sho Clothes dressage boutique in Wellington. Sho Clothes’ Krystalann Shingler joins McDuffee.