

For Immediate Release –

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Sho Clothes Shoppers Get “The Scoop” During Dressage at Devon

Devon, PA (October 6, 2009) – Shoppers who visited the Sho Clothes Boutique at Dressage at Devon got the real “scoop” on what was happening at the prestigious dressage show – plus a few goodies thrown in just for fun. The real “scoop” was a free feed scoop filled to the brim with samples from well-known equestrian companies, given to all shoppers who made a purchase at Sho Clothes during the show.

The scoops, along with the information and products inside, were graciously donated by a variety of companies. The feed scoops were donated by Cavalor and included sample items from Eqyss Grooming Supplies, Equilite Inc, Absorbine Show Sheen, Farnam Tri-Care Ointment, brochures from The Oaks of Lake City in Ocala and coupons from The Sanctuary Equine Sports & Rehabilitation Center in Ocala, just to name a few.

“The customers loved the scoops because they were filled with lots of information and great products from manufacturers,” said Michele Hundt, who co-owns the Wellington, Florida based Sho Clothes with Betsy Rebar Sell. “They were so surprised to receive so many goodies that it made it fun to see their reactions.”

Sho Clothes, along with Der Dau, also sponsored an exhibitors’/competitors’ party at the CenterLine Café on Thursday during Dressage at Devon. “The food was great and the lines were long. People stayed after to enjoy the evening and we had many ‘thank you’s’ the next day,” Hundt said.

Sho Clothes has been serving the dressage community since 2001 and has become a shopping destination for riders from all over the world. Owned by Hundt, a former amateur dressage rider and accomplished art director, and Sell, a dressage rider who won a Gold Medal at the 1999 Pan American Games, Sho Clothes also features a mobile boutique which is a destination hot spot at horse shows across the country. For more information on Sho Clothes, call 561-319-2121 or visit their website at: www.shoclothes.com.



Photo 1: Dressage at Devon shoppers who stopped by Sho Clothes, a dressage boutique that is a shopping destination for riders from all over the world, received “the scoop” if they made a purchase. The Cavalor feed scoops were filled with a variety of goodies donated by well-known equestrian companies.



Photo 2: Adrienne Meisner got the “scoop” on what was happening at Dressage at Devon while shopping at the Sho Clothes booth. The scoop, full of useful information and great products, was given to all shoppers who made a purchase at Sho Clothes during the show.