

For Immediate release
Carolyn Orr
Acting Director
(859) 455-8383
corr@elr.org

**EQUUS, Bit of Britain and ELCR
Team Up to Promote Awareness of Land Conservation.**

A Bit of Britain Saddlery shopping spree, valued at \$500.00 was the grand prize in a drawing during the 2007 Rolex Kentucky Three Day Event. Mr. John Booker of Kentucky won the prize, a collaborative effort of Bit of Britain, EQUUS Magazine and the Equestrian Land Conservation Resource (ELCR).

With open space disappearing at the rate of 250 acres per hour (USDA figures), it is important for horse people to recognize the crisis of loss of land for horses. "EQUUS Magazine is proud to be a sponsor of ELCR and to help increase awareness of the importance of land conservation for horse activities. This sweepstakes, which Bit of Britain made possible, was a wonderful way to bring awareness of the issue to the spectators at the Rolex Kentucky Three Day Event."

"This is an international issue," said Bit of Britain owner John Nunn, decade long sponsor of eventing activities. "It is imperative for all horse owners to recognize the importance of preserving land for all horse activities. We hope we can help raise the understanding of this issue through this support."

ELCR serves as a clearinghouse and technical resource for land owners as well as horse owners in issues related to conserving land, preserving horse access and creating awareness of the issue of land for horses. The collaboration between Bit of Britain Saddlery, providing the best in English Riding supplies since 1986 and EQUUS, the award winning for every horse owner will help to alert horse owners across the nation about the importance of access to land for their sport.