

FOR IMMEDIATE RELEASE

MARCH 29, 2011

## **LA Saddlery Presents Prestige® Saddle during Festival of the Horse CDI-W/Y/J in Burbank, CA**

*By Yellow Horse Marketing for Cornerstone Event Management*



*March 31 - April 3, 2011*

BURBANK, CA – Dressage riders depend upon the best equipment possible for their horses in order to maximize performance. This dedication to quality, comfort, harmony, and balance is what has made Prestige® saddles the standouts of the dressage arena.

During the upcoming Festival of the Horse CDI-W/Y/J competition at the Los Angeles Equestrian Center in Burbank, CA, March 30 – April 3, LA Saddlery is proud to present a special opportunity to try a Prestige® Italia and meet Roberto Rasia, developer of the world's best fitting saddles. Witness the difference a Prestige® saddle can make! Rasia will be on site to talk to exhibitors about the Prestige® models, including the "D1" with shoulder free technology; the "Venus K" featuring a mono-flap design for closer contact; and the newly-designed "Optimax" model. Adding to the show festivities, LA Saddlery and Prestige® will sponsor a wine and cheese party for exhibitors on Friday, April 1. In addition, LA Saddlery and Rasia will present a new saddle to the winner of the Pan American Games-qualifying CDI Intermediaire-I class on Saturday, April 2.

The Prestige Company was first started by the Rasia Family in 1974. Over the years they have grown and applied new technologies to make Prestige® one of the biggest names in the equine saddle industry today. Roberto Rasia has been in charge of the Research and Development department at Prestige® for many years, and has spent much of his time studying equine muscle and skeletal structures and movement to develop one of the world's best fitting saddles for both horse and rider. His main objective has always been to make the horse as comfortable and as free as possible, and has always believed that a perfect fitting saddle will alleviate pressure points and allows the horse to perform at its best. Through his extensive knowledge, continued learning efforts, and access to the world's top riders and horses, Rasia has been able to help solve numerous performance issues between the horse and riders. In addition to developing many different saddle models, he has developed different saddle panels to specifically address different back types. Rasia conveys a deep passion for the horse and the beauty they can display when given the freedom and opportunity to do so. In pursuit of this belief, Prestige® saddles are custom made to each horse's back to allow for this freedom.

The Festival of the Horse CDI-W/Y/J is an official qualifying competition for the Reem Acra/FEI Dressage World Cup Finals and the Pan American Games, in addition to the Collecting Gaits Farm/USEF Festival of Champions (Pony Rider, Junior, Young Rider, and Brentina Cup divisions); NAJYRC; Markel/USEF Young Horse Dressage Program; and the USEF Developing Horse division (sponsored by Dutta & PSI). For a complete time schedule for each day of competition, visit [www.cornerstonedressage.com](http://www.cornerstonedressage.com).

For more information about Prestige® saddles or to schedule an appointment with Roberto Rasia, please contact LA Saddlery in Burbank, CA, by phone (818) 842-4300 or by e-mail to [lasaddlery@yahoo.com](mailto:lasaddlery@yahoo.com).

*Cornerstone Event Management is your resource for premier dressage events in California. For more information, including news, show calendars, prize lists, entry forms, schedules, and results, visit Cornerstone Event Management on Facebook or visit [www.cornerstonedressage.com](http://www.cornerstonedressage.com).*