

FOR IMMEDIATE RELEASE

Kelli Cruciotti Claims Victory in Equine Couture/TuffRider Sponsored \$25,000 Artisan Farms Under 25 Grand Prix

Wellington, FL - January 20, 2015 – The Equine Couture and TuffRider brands are known for their fashion forward, high-performance products ideal for young riders, so when the opportunity to sponsor Sunday morning's \$25,000 Artisan Farms Under 25 Grand Prix was presented it came as the perfect fit.

Equine Couture and TuffRider have previously sponsored the Winter Equestrian Festival (WEF), and brand owners Timmy and Laurie Sharma knew that they wanted to return in support of the circuit and the sport's up-and-coming talent in 2015.



Kelli Cruciotti accepts the time honor and prize money, as well as a \$500 Equine Couture and TuffRider gift certificate

"We really loved and enjoyed every second of being a part of [WEF], and we really wanted to get involved with the circuit again this year," Laurie said. "We are so excited especially to be a part of a grand prix with young riders like this. It's just amazing for us to be a part of something with such talented riders. This is the equestrian capital of the world, so this is just a pure honor."

Riding away with the winning honor in Sunday's class, as well as a \$500 Equine Couture and TuffRider gift certificate to be redeemed at Tack N Rider, was 17-year-old Kelli Cruciotti. She bested a 68-horse field and an 18-horse jump off before clinching the victory aboard Serenity Equestrian Venture's Chamonix H.

...Contd. on Page 2



Kelli Cruciotti leads the victory gallop

"It's all because of sponsors like TuffRider and Equine Couture that we can do all this - that we can have the best prize money," Cruciotti said. "It's wonderful."

Second place finisher Nicole Bellissimo echoed Cruciotti's sentiments. "It's a fantastic series," she said. "Thank you to Artisan Farms and to TuffRider and Equine Couture for doing it because it's really fantastic."



Lucy Deslauriers and Hester clear the Equine Couture/TuffRider fence set in the center of the course

Bellissimo claimed her second place spot aboard Bellissimo LLC's VDL Bellefleur, while third place went to Sydney Shulman and her brand new mount Venice.

All three young riders exemplify the incredible pool of young talent currently competing at WEF and the bright future of the equestrian sport - a future that the Sharmas and Equine Couture and TuffRider feel strongly about supporting. In addition to the support of Sunday's class, Equine Couture and TuffRider will be extending brand ambassadorship positions to some of the series top performing young riders.



Laurie and Timmy Sharma of Equine Couture and TuffRider with the top three finishers, Nicole Bellissimo, Kelli Cruciotti and Sydney Shulman

"We'll be selecting from the winners of the series," Timmy said. "We look forward to getting product input and ideas from the young riders on how we can improve our products, and some of new things that we need to be doing."

For more information on the brands and to browse all products, visit www.breeches.com.

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