

NOEL ASMAR

EQUESTRIAN

ASMAR EQUESTRIAN NAMED OFFICIAL APPAREL OF THE CANADIAN EQUESTRIAN TEAM FOR 2018 FEI WORLD EQUESTRIAN GAMES

FOR IMMEDIATE RELEASE – Noel Asmar Equestrian is pleased to confirm that they will be continuing their partnership with Equestrian Canada (EC) as the Official Apparel of the Canadian Equestrian Team (CET) for the 2018 FEI World Equestrian Games (WEG).

Asmar Equestrian first partnered with EC as the official supplier of CET apparel in 2016, rolling out a highly successful line of exclusive apparel for the equestrian athletes and support team personnel who represented Canada at the 2016 Rio Olympics.

“The World Equestrian Games is an amazing opportunity to work with riders in a wide range of disciplines, each with their own unique story and inspiring journey,” said Noel Asmar, President and Chief Executive Officer of Asmar Equestrian. “We are both excited and truly proud to be designing styles that will empower the team and create a national unity across discipline.”

Through this exciting partnership, Asmar Equestrian and EC will continue to put the brand visibility and professionalism of the CET at the forefront. As the Official Apparel of the CET, Asmar Equestrian will support CET athletes, grooms and support personnel as they represent Canada at WEG 2018 in the eight FEI disciplines of dressage, driving, endurance, eventing, jumping, para-dressage, reining and vaulting. WEG 2018 is set for Sept. 11-23, 2018 at the Tryon International Equestrian Center in Mill Spring, NC.

“Equestrian Canada is thrilled to continue this exciting partnership with Asmar Equestrian,” said EC President, Meg Krueger. “The quality and reputation of Asmar Equestrian is internationally renowned, and has put Canada on the map as a top producer of equestrian and lifestyle apparel. We look forward to continuing to provide our athletes with a cohesive look that fosters the ‘one team’ philosophy across all disciplines, and elevates CET brand recognition.”

For more information on the World Equestrian Games partnership, please contact marketing@noelasmar.com



style in and out of the ring

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