

**For Immediate Release –**

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## **Charles Owen Says “Hats Off” to Dressage Rider Caroline Roffman As They Join Her Team of Sponsors**

*Wellington, FL (February 3, 2011)* . Charles Owen & Company, a leading British manufacturer of riding helmets and body protectors, is proud to announce they are sponsoring dressage rider Caroline Roffman. Founded in 1911 by Charles Owen, the company's mission is to make products for a safer world.

Charles Owen is proud to work with a young dressage rider like Caroline. In a time when helmet wear is in the spotlight, it's a pleasure to work with riders that are committed to their own safety. We are very impressed with Caroline and the dedication she has to herself, her horses and her sport, said Danielle Santos, Marketing and Public Relations Director for Charles Owen, Inc.

Twenty-two year old Roffman, who is based out of Wellington and trains with Danish Olympian Lars Petersen, is thrilled with the new sponsorship. The Charles Owen helmets are, without a doubt, the most flattering helmets on the market, Roffman said. Besides their good looks, the helmets are comfortable, breathable and safe.

Roffman said she also enjoys the large variety of styles and colors that Charles Owen offers. The company, which is celebrating their 100<sup>th</sup> birthday this year, recently unveiled a new logo to mark their centennial year. The new look of Charles Owen adds a modern element to the brand without losing the feel of the heritage and quality that is synonymous with Charles Owen.

While Charles Owen is in the spotlight for their 100<sup>th</sup> anniversary, Roffman spent most of 2010 in the spotlight. She was named the 2010 FEI Rising Star by the International Equestrian Federation, won the Five-Year-Old Championship at the Markel/USEF National Young Horse Championship in Lamplight on Bon Chance and was the youngest competitor to compete at the 2010 USEF Festival of Champions in Gladstone.

Roffman has already kicked off 2011 in style, not only teaming up with Charles Owen to wear stylish and safe helmets, but the professional dressage rider competed in and won her first Grand Prix on her horse, Lux Stensvang, at the Wellington Classic Dressage Challenge I Show. "I am really looking forward to 2011 and all it has to offer," Roffman said. "I am proud to represent Charles Owen and I am also proud to be competing on the South Florida winter dressage circuit against some of the best dressage riders in the world."

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*Photo: Charles Owen is now sponsoring dressage rider Caroline Roffman, who is based out of Wellington and trains with Danish Olympian Lars Petersen. A leading British manufacturer of riding helmets and body protectors, Charles Owen is pleased to join forces with Roffman. (Photo courtesy of fireandearthphoto.com)*