

For Immediate Release

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Caroline Roffman of Lionshare Dressage Welcomes New Sponsor, De Niro Boots

Wellington, FL (December 4, 2014)— International rider Caroline Roffman has captured the attention of the dressage world as she and her Hanoverian mare Her Highness O successfully completed their first US and European Grand Prix tour and now prepare for the 2015 winter equestrian season in Wellington, Florida. Barbara Biernat of Horse and Rider Boutique was impressed with Roffman as she watched the dressage competitor's talent and dedication take her to the top of the sport. "Caroline is an established rider who worked herself through the ranks at a very young age," Biernat stated. Biernat saw Roffman to be the perfect East Coast dressage rider representative for De Niro Boots in the United States.

De Niro Riding Boots is excited to sponsor Roffman, whose grace and flair in the saddle will complement the lovely designer boots perfectly. "She will be able to pull off some more cutting-edge designs of the company," Biernat explains. The elite Italian riding boots are made from fine leather and are exquisitely adorned with floral designs, crystal embellishments, snakeskin trim, and other beautiful features. Many of the boots are crafted using De Niro's Water Resistant Advanced Treatment technology, which protects the footwear against water, wind, and cracking. De Niro Riding Boots specialize in creating a perfect fit that is comfortable and stylish, specifically catered to the wearer's calf size, foot size, and height.

The Horse and Rider Boutique was the first United States business to bring the Italian brand into the country. Biernat says that the riding apparel company chose to carry De Niro boots because "they are great boots. They have quick production time and many options, and are decently priced. In comparison to other riding boots, they are very comfortable and more tapered at the ankle to allow more control over your foot, as you are not 'swimming' in them."

Both Roffman and De Niro are happy with the new sponsorship, and Horse and Rider Boutique has presented Roffman with her first stunning pair of De Niro

boots last month. “She will now have some great boots that fit,” explains Biernat. “I love my De Niro boots,” Roffman smiles. “They’re so comfortable for schooling, and also look amazing in the show ring! ”

At the age of 26, Roffman has already enjoyed an extremely impressive dressage career. She is the first US rider in history to be invited to compete in the Under 25 Grand Prix division at Aachen, Germany and win its CDIO5* reserve championship, and was a star member of the United States’s Gold Medal team at the Nations Cup in Wellington, Florida. Roffman also operates her successful training, sales, and lessons business, Lionshare Farms, in Wellington. With her new De Niro boots on, Roffman truly looks like the dressage star she has become.

For more information about Caroline Roffman and Lionshare Dressage, visit www.lionsharedressage.com, email lionsharedressage@gmail.com, or call 617-633-1003.

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Photo: Caroline Roffman in her new De Niro boots (Photo courtesy of JRPR—no photo credit necessary)