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For more information contact:
Michele Hundt
ShowChic Dressage
www.showchicdressage.com
showchicdressage@yahoo.com
561 319 2121

ShowChic and Equiline Congratulate Caroline Roffman on Her Success at the US Festival of Champions

Gladstone, NJ (June 19, 2014) – Caroline Roffman and Her Highness O danced their way to a top finish at the US Festival of Champions this past weekend at the United States Equestrian Team Headquarters in Gladstone, New Jersey. In addition to putting up impressive scores for her rides, Roffman set the standard for elegance and fashion in attire from ShowChic and Equiline. Both sponsors know that presentation is key, and riders must not only look good in the arena, but also must be able to perform at the highest level. To that end they are congratulating Roffman on her success, and plan to keep her looking her best as she travels to Europe to compete.

Roffman's overall score of 72.760% landed her in 6th place overall and was marked by an impressive piaffe and passage tour, neat pirouettes, and expressive changes. A highlight was her upbeat freestyle set to pop music, including Katy Perry's *Roar*. With her sights set on representing the United States at the World Equestrian Games, Roffman will take Her Highness down the centerline at CDIs across Europe in style thanks to ShowChic and Equiline.

ShowChic is an upscale dressage fashion boutique located in Wellington, Florida. The boutique offers riding attire such as breeches, show coats, stock ties, shirts, gloves, hats, and belts. Other items available at ShowChic include helmets, jewelry, handbags, and other accessories and gifts. Owned by Doug and Michele Hundt, ShowChic is known for giving back to the dressage community, including sponsoring the CDI jogs during the Adequan Global Dressage Festival. They have teamed up with Equiline to sponsor Roffman, who has been a rising star on the international and national dressage scene. Equiline's selection of competition wear, horse equipment and seasonal collections all feature advanced fabrics, cutting edge design, and high end fashion to deliver the freedom of movement, durability and performance required by international level riders.

For more information on ShowChic, including their inventory of Equiline attire, visit their website at www.showchicdressage.com or call 561-319-2121.

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Photo: Caroline Roffman and Her Highness O. (Photo courtesy of Al Guden)