

FOR IMMEDIATE RELEASE

Contact: Michelle Riggs, (508) 698-6810 or Michelle@classic-communications.com

North American League To Add West Coast Finals For 2010-2011 Season

Las Vegas National Horse Show to Host Finals In November 2011

Annville, PA-August 3, 2010-The North American League (NAL) is excited to announce that it will be adding West Coast Finals to its 2010-2011 Season. The West Coast Finals will feature competition in five divisions: Children's Hunter, Adult Hunter, Children's Jumper, Adult Jumper, and Low Junior/Amateur-Owner Jumper, and will take place during the Las Vegas National Horse Show at the South Point Hotel & Casino in Las Vegas, NV, in November 2011.

Historically, the NAL has only offered one Final; taking place at the Pennsylvania National Horse Show in Harrisburg, PA. The NAL Finals are among the most popular year-end championships in the country for hunter and jumper riders and the addition of West Coast Finals is news that is sure to be well received.

"We are very excited to be adding West Coast Finals to our 2010-2011 season," said Lloyd Longenecker, President of Ryegate Show Services, Inc., which administers the North American League. "The addition of the West Coast Finals will help make the NAL a truly national series. That, in combination with the excitement of the city of Las Vegas and the prestige of the Las Vegas National Horse Show, is sure to make next year's West Coast Finals a huge success!"

The top finishers in each of its five West Conference divisions will qualify for the West Coast Finals. In the East, riders will continue to qualify to compete in the Finals at Harrisburg in six divisions: Children's Hunter, Adult Hunter, Children's Jumper, Adult Jumper, Pony Jumper, and the Low Junior/Amateur-Owner Jumper. The qualifying season for both Finals will take place September 1, 2010 - August 31, 2011.

“I have no doubt that the addition of these Finals will be very well received by riders and trainers,” said Robert Ridland, President of Blenheim Equisports, producer of the Las Vegas National. “This is a great way for exhibitors to earn positions in our championship horse show. We are thrilled that the NAL has selected our event as the host of its inaugural West Coast Finals, and we are proud to add them to our competition schedule.”

□

Riders need not be members of the NAL to compete in the qualifying classes, but only members earn points toward the year-end finals. With the annual membership fee only \$35, most riders join in hopes of earning a trip to Harrisburg. Now, NAL membership can provide a way for west coast riders to earn a trip to Las Vegas!

□

For more information regarding the NAL series, including series specifications and a list of upcoming events, please call (717) 867-5643, email to NAL@Ryegate.com or visit www.ryegate.com.

The NAL is sponsored by Cavalor Inc. and Horse Connection

Cavalor products include a complete line of feed, supplement and care products. All are the result of years of intense research and development, thorough testing, selection of the highest quality ingredients, strict manufacturing and quality control processes. For more information about Cavalor and its complete line of products, please visit the Cavalor website at www.cavalor.com

The award-winning Horse Connection magazine is a celebration of the equestrian lifestyle offering provocative articles and stunning photography not found in your typical equestrian magazine. HC reflects the beauty, elegance, and power that is horse sport in a magazine that is glossy, gorgeous, and addicting. Discover for yourself what makes HC the most “talked about” equestrian publication - in the Nation. www.horseconnection.com.