

PRESS RELEASE



Jon Pitts officially launch's **Fit to Ride** with a lecture demonstration and a practice session from special guest 4* Australian Team Event Rider and 2010 Badminton winner Paul Tapner.

Fit to Ride is the brand new initiative for riders of all ages and abilities that is designed and led by Jon Pitts. It takes innovative methods proven through tireless research previously available only to elite riders and "blows the cover" on the traditional understanding of riding horses and teaching methods.

For the first time equestrians can discover what is happening to their bodies when they get on a horse and gain a much greater insight into how to improve. The training programs are a complete revelation and will allow you to not only improve your riding skills but also boost your safety and confidence.

The Fit to Ride programs encompass 3 main areas of rider improvement: **Performance**, **Safety** and **Confidence** and are being launched to the public via Interactive Presentations across the UK.

The official launch of **Fit to Ride** by Jon Pitts with special guest **Paul Tapner** has been confirmed for:

Littleton Manor Equestrian Centre (RH2 8LB) which is an accredited Fit to Ride host venue on...

Thursday 21st July 2011 from 6pm – 10pm Tickets: £20 per person for adults and £15 per person for Pony Club members

'Fit to Ride Launch Night' will include:

- Introduction and explanation of Fit to Ride with Jon Pitts
- Fit to Ride in Practice with Kate Lukas
- Special Guest **Paul Tapner** works with Jon and presents helmet cam footage from his Badminton round
- Q&A on Fit to Ride
- Equessentials (Mobile Tack Shop)
- Surrey Hog Roast
- Bar and "Wine Tasting" by 'Find Wine' (www.findwine.co.uk)



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About Jon Pitts

Jon is a Performance Coach who has worked extensively in the Sports Science of equestrian sports over the past 12 years, specialising in neurology. Jon continues to work closely with some of the World's leading equestrian athletes in the development of the human and human-horse relationship.

During this time he has acted as an advisor to the BE, the BHA, and the BEF as part of the World Class Program within the Olympic disciplines of Eventing, Dressage and Show Jumping. Furthermore Jon has also worked with many leading jockeys as a consultant to the Professional Jockey's Association and has led the development of the professional rider and jockey training where he has designed concepts for both safety and performance which now play a major role within equestrian sports.

He is the leading authority in the rider side of equestrian performance and has appeared regularly in the following media:

- Horse & Hound magazine
- Your Horse magazine
- Horse magazine
- Eventing magazine
- Local Rider magazine
- C4's The Morning Line
- BBC Racing coverage
- Sky Sports News

About LMEQ

Littleton Manor Equestrian ('LMEQ') in Reigate boasts some of the finest equestrian training facilities in the South of England offering something for everyone, amateur or professional, whatever your discipline.

LMEQ was launched in 2004 and has since that time undergone a process of consolidation, planning and construction and is proud to offer its' facilities to the public to aid and promote equestrianism in all disciplines in the south of England. Facilities that this year earned the praise of Lucinda Green M.B.E. who described "**stunning facilities and a cheerful hospitality to match**" and has seen LMEQ catapulted to the prestigious honour of being a Pre-Games Training Camp for teams competing at the London 2012 Olympics and host Endurance GB's Elite Squad in there built up to the 2011 European Open Championships.

The aim is to provide the ultimate training experience with unrivalled facilities and clinics from internationally renowned trainers and leading riders. In addition to the 120 element Willis Bros Cross Country Schooling Course (described by a leading rider as "**probably the best Cross Country Schooling Course in the South East**") LMEQ boasts one mile of gel-track all weather gallops and fabulous Maple Arenas built arenas dedicated to Show Jumping and Dressage.



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LMEQ are proud to be an accredited centre for the Fit to Ride programme. Matt Tarrant, Centre Manager at LMEQ said **“to be involved with Fit to Ride seemed a logical step for us and one we were delighted to take. The fusion of the proven track record of Jon Pitts, Human Performance with cutting edge video analysis taking place on world class arenas is something we were excited to host and add to our offering”** As the South East’s sole accredited Fit to Ride venue LMEQ will be hosting many Fit to Ride clinics in the coming months. Find ‘Littleton Manor Equestrian’ on Facebook or visit www.lmeq.com to keep updated.

About Find Wine:

FindWine.co.uk makes buying wine easy. Instead of worrying about countries or grapes you just have to choose which style of wine you want to drink and how much you want to spend. Then trust us to provide brilliant, delicious and interesting wines you may never have considered before.

About Equessentials:

Equessentials.com is the one stop shop for all your equestrian needs. From jodhpurs and boots to bits and rugs, we can provide it all and deliver it right to your yard, leaving you free to get on with the mucking out, or a hack or two! Run by an experienced rider for riders, *Equessentials* aims to take the hassle out of looking after your horse, so you can get on and enjoy riding.

Bookings

For further information about the launch night or to purchase your tickets please email fittoride@lmeq.com or text 07774 118000

Contacts

For further information on Fit to Ride please go to www.fittoride.org and contact us at info@fittoride.org

For further information on Jon Pitts please go to www.jonpitts.co.uk or contact him at info@jonpitts.co.uk

For further information on LMEQ please go to www.lmeq.com or contact them at matt@lmeq.com

