

## **EquineLUX Announces New Distribution Partner: Alberta Equestrian Federation**

*EquineLUX, the Canadian manufacturer of innovative English saddle pads for Hunter/Jumper, Dressage and Eventing, has established a new partnership with Alberta Equestrian Federation (AEF) to provide a new, quality product for equestrians involved in both sport and recreational activities within the province of Alberta.*

November 27, 2013 (FPRC) -- AEF will act as the authorized distributor of EquineLUX products in Alberta, Canada through their online store. The goal of this move is to create availability of the EquineLUX saddle pads for local junior and amateur riders, increase awareness of the innovative saddle pads that promote reliable grip with the saddle, guarantee efficient moisture absorption and evaporation, assure shock protection and comfortable fit.

"We are very excited to be able to provide our members with the opportunity to purchase quality English saddle pads and half-pads that have already received positive feedback from customers across Canada and the US. EquineLUX products offer the right balance of Equestrian fashion and function that AEF Members will find invaluable," said Allison Blackmore, Marketing Coordinator of the Alberta Equestrian Federation. "EquineLUX saddle pads are a great complement to the equestrian educational materials, clothing and accessories that are available from our online store."

"Alberta Equestrian Federation covers a variety of equestrian activities for novices to experts in a multitude of horse riding disciplines. The AEF works for the equine and equestrian community in the province, a mission that mirrors our own philosophy," said Maxim M., owner of EquineLUX. "By working with AEF, we can help more horseback riders of different experience levels get the products that will improve both the quality of their riding and horses' physical condition."

### **About AEF**

The Alberta Equestrian Federation (AEF) was established in 1978 as a non-profit organization to support equestrian sport and recreational activities within the province of Alberta.

### **About EquineLUX**

EquineLUX, a team of professional sportswear and horse-wear designers, created the next generation of English saddle pads. Their lineup of technically progressive saddle pads and half-pads combines synthetic and natural materials in bold, contemporary design, providing exceptional comfort and reliability to both horse and rider.

### **Contact Information**

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### **Keywords**

[EquineLUX saddle pads](#)

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