



MEDIA RELEASE

Harness Racing Victoria HERO Collaboration

September 1, 2019

Peter Horobin Saddlery and StrideFree® Racing have been supporting equine back health through saddle fit for 35 years.

To celebrate the Standardbred's birthday, we are officially launching an exciting new *life after racing* partnership with the Harness Racing Victoria HERO Program.

The partnership is in line with our vision to be recognised as an industry leader, setting the benchmark for equine back health through the design and fit of our saddles. It will deliver equine back health solutions for retired Standardbreds, documenting, guiding and supporting their transition from track and harness to riding.

Back health is essential for optimum performance at every stage of a Standardbred horse's life, but never more so than when it moves into a new career beyond the racetrack.

As retired pacers and trotters learn to use their bodies in an entirely different way and develop and change their muscle structure, it's vital to ensure that saddles are fitted and adjusted accordingly. The difference between pulling a sulky and carrying the weight of a rider is dramatic and the importance of helping the horse through this physical transition should not be underestimated.

We look forward to working with off the track Standardbred owners in building their knowledge and understanding, sharing the latest global science around equine back health and our vast experience in the field of biomechanics and saddle fitting.

To stay updated follow:

 @stridefreeracing

 @stridefree

 @peter_horobin_saddlery

 @peterhorobinsaddlery

 @hrvhero

 @hrvhero

 @hrvhero

Media Contact:
marlee@horobin.com.au
03 5975 1055