

For Immediate Release

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Choice of Champions Riders Score Big at Devon

Wellington, FL (October 8, 2013) - A champion is as a champion does, and for Choice of Champions-sponsored riders Sahar Daniel Hirosh and Mikala Gundersen, Dressage at Devon in September presented tests each horse and rider passed with flying colors.

Hirosh, an international Grand Prix competitor and trainer who relies on Choice of Champions nutritional supplements to keep his equine athletes strong and sound, had the Fourth Level Test of Choice/USDF Qualifier victory gallop aboard Francis Murphy's 17-hand Danish Warmblood, Aragon, with a 68.857% score of approval before Devon Performance Division judges Lilo Fore and Peter Holler. Also in Fourth Level TOC with Classy Sinclair, Hirosh scored a strongly consistent 65.429% to bring fifth-place honors back home to his SDH Dressage in Ringoes, NJ.

Proving that a win is in the performance and not necessarily in the placing, Choice of Champions-sponsored Mikala Munter Gundersen and Janne Rumbough's Danish Warmblood mare, My Lady, kept first-class company in Devon's Grand Prix for Kur, finishing fourth with a 69.936% score behind an international cavalcade of Olympic veterans, including Canadian winner Ashley Holzer, Denmark's Lars Petersen, and American Tina Konyot. In front of judges Holler, Yukins, Roudier, Jena and Geike, Gundersen's score was within 0.107% of her personal best achieved on My Lady, at Fritzens, Austria in July.

In the Grand Prix Kur to Music CDI-W at Devon, Gundersen and My Lady exceeded that personal best, earning 72.50% in front of judges Gribbons, Holler, Steiner, Cunningham and Markowski to finish fifth in its world-class field. Gundersen and My Lady were the only combination earlier this spring to break the 70% mark in the FEI Grand Prix Special 5* in Wellington.

'She's like butter to ride,' said Gundersen, who relies on Choice of Champions to keep her Danish Nations Cup partner in top form to deliver such smooth performances.

Both riders credit the success and overall health of their horses to customized supplement plans designed by Choice of Champions. Choice of Champions CEO Allyn Maix knows that nutrition is the foundation to feeling – and performing – like a winner: “Choice of Champions is all about teaming up with great equestrians who put their equine partners' health and conditioning first and foremost. It is so important to stay smart and keep your horses sound when entering any level of competition.”

Choice of Champions supplements help ensure that high performance horses have everything they need to perform their best: "Many of our clients are combining Super Joint Solution, Ulcer Shield and Lung Aid on their upper level horses and the results are wonderful," Maix said.

Choice of Champions International was created in 2006 by equestrienne Allyn Maix, whose 30 years in the equine industry led to fulfilling a need for specialized equine supplements that made a difference. "We are so proud of our quality products and it is gratifying to hear the success stories from our customers", said Maix. "At Devon, or anywhere, the proof is in the pudding. Until you choose our products, you'll never know how much they can help your horses."

Learn more about the difference Choice of Champions, International can make for your horses at www.choiceofchamps.com or by calling their Wellington, Florida office toll-free at (800) 868-1077.



Photo: Sahar Daniel Hirosh and Aragon at the 2013 Dressage at Devon CDI. (Photo courtesy of Conklin Photographic)