



March 1, 2010

Press Release

BETA Innovation Award Winner supports Para-Equestrian Driver

International Para driver Lindsey Tyas is delighted to be supporting Ride-Alert; a major new innovation in horse and rider/driver safety launched by local entrepreneur Andy Keates and his business partner Adrian Soskin.

Ride-Alert was recently awarded the highly regarded British Equestrian Trade Association (BETA) Innovation Award at the UK's leading equine industry Trade Fair BETA International. The new range of innovative personal identification products, for both horse and rider/driver, provide a direct link to the Incident Response Centre 24-hours a day. By wearing a Ride-Alert ID Wrist Band, riders and their friends and family can feel safe in the knowledge that in the event of an accident a highly trained incident response team will relay vital medical and allergy information to relevant authorities, contact next of kin, the stables, and even the vet.

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Working hard to promote para-equestrian sport, both in Britain and Internationally, safety is always at the forefront of Lindsey's campaigning and Ride-Alert is a product that will be invaluable to anyone involved with horses. Alongside Lindsey, Tim Stockdale, Mary King, Maria Eilberg and Lynn Russell make up the Ride-Alert Ambassador team. Numerous equine organisations have also welcomed the arrival of Ride-Alert.



Picture Caption: "Andy Keates (back left) and Adrian Soskin (back right) of Ride-Alert pictured with ambassadors (front row left to right) Lynn Russell, Tim Stockdale and Lindsey Tyas."

To find out more about the Ride-Alert support network please visit www.ride-alert.co.uk