

**FOR IMMEDIATE RELEASE**

## **SHORT LISTED LONDON OLYMPICS RIDER REBECCA HOWARD JOINS TEAM FITS**

(Portland, OR) [Rebecca Howard](#) is a Canadian high performance equestrian having ridden for Canada at the 2010 World Equestrian Games with *Riddle Master* and the 2011 Pan American Games (Team Silver) with *Roquefort*. Her development includes 6 years of working with many of the sport's leaders – most notably David and Karen O'Connor, and a working partnership in [Dunlavin Eventing](#), and [DerbyCross](#). She continues to train and collaborate with David O'Connor, technical advisor to the Canadian Team, as well as schooling with the likes of Captain Mark Phillips and other industry icons.

FITS, a Portland based maker of breeches, jackets and shirts, is best known for its technical innovations that attract top level riders requiring fabrics that stretch, breathe and above all fit.

"Rebecca has been wearing FITS for several years now," says FITS' CEO and Chief Designer, Sheryl Rudolph, adding: "Being fair skinned, Rebecca was first drawn to the built-in UVA protection found in our shirts. Like all the nearly 20 high-level equestrians who make up the [FITS riding team](#), Rebecca spends sun up to sun down training. She demands all day comfort but doesn't want to sacrifice style. FITS was a natural for her and we are thrilled to be part of her amazing career."



FITS, designed for the active and competitive rider, is widely known for its patented breeches. The company has been honored for its innovations including perforated leather found in its [Performax®](#) breeches; segmented leather full seats that increase range of motion; *powernet* fabric built into its ab and inner calf panels; seam free gusseted crotches, UV protection and other design criteria providing professional and casual riders more control, fit and comfort.

FITS' products are available at more than [140 fine retailers worldwide](#) in sizes XS (0-2), SM (4-6), MED (8-10), LRG (12-14) and XL (16-18).

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