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BIT BLANKET OFFERS NEW OPTION FOR RIDERS ON THE GO Plug-in Source Puts Electric Bit Warmer to Work While on the Way

HAMPSTEAD, NH – The first snow of the impending winter season has already hit the ground in the Northeast. While Mother Nature is giving people a taste of what's to come, Bit Blanket has spent the last several months getting ready to help horse owners brave the cold weather. The New Hampshire-based company, which has developed an electric warmer for metal horse bits, is now offering a plug-in source for riders on the go.

“During the fall and winter months, horse bits become dangerously cold,” Jamie Sturgess, Bit Blanket inventor and company owner, said. “Cold bits cause pain, discomfort, numbness and damage to the soft tissue in a horse’s mouth.”

Bit Blanket (<http://www.bitblanket.com>) is an innovative electric-powered device that wraps around a horse’s bit, and quickly and conveniently warms it to a temperature more like a horse’s normal body temperature. In barns and stables, the bit warmers plug into any standard outlet, running on only four watts of energy. For riders who take their steeds off-site for trail rides, lessons, clinics, etc., a power inverter is now an option.

“Bit Blanket is designed to work with a Philips DVDP32 Power Inverter,” Sturgess said. “The inverter provides higher wattage, AC power from any vehicle’s outlet. It’s an easy, simple option to warm your horse’s bit while on the way to your destination.”

In addition to powering a Bit Blanket, the inverter is also ideal for powering/charging cell phones, laptops, DVD/CD players, portable music devices and other audio/video equipment.

To learn more; call (603) 329-3044, ext. 501, email sturgessj@bitblanket.com or visit Bit Blanket at [Equine Affaire](#) in West Springfield, MA, November 10-13 at Booth #824.

About Bit Blanket™

Bit Blanket, Inc. (<http://www.bitblanket.com>) is located in Hampstead, NH. The company was founded in 2009 by mom, horse lover and inventor, Jamie Sturgess. A portion of the profits from the sale of each Bit Blanket is donated to the American Society for the Prevention of Cruelty to Animals (ASPCA).

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Bit Blanket (shown above in red) is an electric-powered bit warmer designed to work with the Philips DVDP32 Power Inverter. The portable plug-in source gives riders who take their horses off-site more options for warming cold bits while on the go.

	EQUINE AFFAIRE	VISIT BIT BLANKET AT BOOTH #824 NOVEMBER 10-13, 2011 W. SPRINGFIELD, MASSACHUSETTS
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