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**FOR IMMEDIATE RELEASE**  
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## **NEW ENGLAND COMPANY WINS PRESTIGIOUS NATIONAL BUSINESS AWARD Bit Blanket Receives Top Honors in StartupNation Business Competition**

HAMPSTEAD, NH – Bit Blanket, Inc. has been recognized as one of the country’s top home businesses. StartupNation has honored the New Hampshire-based company as a Top 100 Most Innovative winner in its annual Home-Based 100 competition.

Bit Blanket, Inc. (<http://www.bitblanket.com>) was established in 2009 by inventor and horse lover Jamie Sturgess. The New Hampshire native invented an electric warmer for cold, metal bridle bits as a solution to prevent unnecessary pain and discomfort in her own horse. Bit Blanket simply plugs into any standard outlet and quickly and conveniently warms a horses’ bit to a temperature that is more like a horse’s normal body temperature.

“Growing up I always felt awful when I would have to stick a bit into my horse’s mouth in the winter,” Sturgess said. “I would try just about everything I could to warm it up from dunking it in hot water to putting it under my own arms.”

According to StartupNation, many of the Home-Based 100 entries showed people are leveraging the efficiencies and lower overhead of home-based businesses to pursue their passion and bring in income during these tight economic times.

“The 2011 ranking reveals that home business is serious business—more relevant than ever,” Rich Sloan, co-founder of StartupNation.com, said. “Home based businesses are the biggest block of all businesses in existence and we expect numbers to grow ever greater as extra bedrooms, kitchen tables, basements and garages increasingly host the innovative thinking and pursuit of success by millions of Americans.”

The StartupNation Home-Based 100 highlights 10 top-ten lists. The unique and diverse list highlights the home-based businesses that usually go unrecognized, but still play a vital role in the economy. The 10 categories for 2011 include:

- Most Innovative
- Greenest
- Boomers Back in Business
- Yummiest



**Jamie Sturgess and her horse, Twilight. Sturgess invented Bit Blanket, an electric bit warmer, as a solution to stop the pain and discomfort freezing cold bits caused her own horse.**

- Wackiest
- Recession Busters
- Most Glamorous
- Highest Vote Getter
- Most Slacker-Friendly
- Savviest in Social Media

“It is an amazing honor for Bit Blanket to be nationally recognized by StartupNation,” Sturgess said. “I have already been given great satisfaction in knowing Bit Blanket provides horses and their owners with a convenient, practical and pain-free solution to freezing cold bits. This award is simply icing on the cake.”

Bit Blanket’s award-winning profile can be seen [here](#). To learn more, call (603) 329-3044, ext. 501, or email [sturgessj@bitblanket.com](mailto:sturgessj@bitblanket.com).

### **About Bit Blanket™**

Bit Blanket, Inc. (<http://www.bitblanket.com>) is located in Hampstead, NH. The company, which is a StartupNation business competition winning 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).

### **About StartupNation**

StartupNation (<http://www.startupnation.com>) has over 100,000 members, 2.5 million annual users and provides over 200,000 pages of business advice and networking for entrepreneurs. StartupNation is a free service founded *by* entrepreneurs *for* entrepreneurs with the intention of providing a one-stop shop for entrepreneurial success, including blogs from a host of experts, podcasts, webcasts, eBooks, award-winning step-by-step advice, and more.

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