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BIT BLANKET EARNS PRAISE FROM CUSTOMERS, HORSE INDUSTRY EXPERTS Award-Winning Company Makes Positive Impact on Horse Training

HAMPSTEAD, NH – Bit Blanket, Inc. is earning praise from a wide variety of customers. From long time horse owners to well-known trainers, the New Hampshire-based company has made a positive impact on cold weather horse training and riding with its electric warmer for cold bridle bits.

Bit Blanket, Inc. (<http://www.bitblanket.com>) was established in 2009 by inventor, entrepreneur and horse lover Jamie Sturgess. The New Hampshire native invented Bit Blanket, the electric bit warmer, as a solution to prevent unnecessary pain, discomfort, and soft tissue damage in her own horse. The innovative device simply plugs into any standard outlet and quickly and conveniently warms a horse's bit to a temperature that is more compatible with their normal body temperature.

“In addition to the physical discomfort, biting your horse with a cold bit can lead to negative associations with training and the biting process,” Sturgess said. “Most riders and trainers agree that the more positive we can make all aspects of the training experience, the better the results. Bit Blanket takes the bite out of freezing cold bits and encourages bit acceptance.”

Veteran horse trainer JT Burnley of Wrenwood Dressage in Fulton, Kentucky discovered Bit Blanket in 2010. Burnley, an FEI Dressage exhibitor and trainer who specializes in the classical approach to equine development, prepares horses both mentally and physically for international competition. He and his veterinarian wife use the plug-in bit warmers with all of their horses in training.

“We use the Bit Blanket each day the temperature falls below 50 degrees and merely rotate it onto the next horse's bridle when we ride. The bit acceptance during these cold winter months by our horses has increased two fold...with every horse immediately salivating following bridling,” Burnley said. “What an immediate change. No more wrinkled eyebrow, no more pulling the flews of the lips away from the cold metal, no more waiting for saliva to flow or hesitancy to move toward the bit.”

Rhode Island rider Judith Branch agrees. After her 26-year-old horse suddenly became resistant to bridling this winter, Judith ordered a Bit Blanket. “What a difference Bit Blanket has made. It definitely does the trick,” Branch said. “My horse now takes the bit, no problems. He's a much happier guy and I'm a much happier rider!”



Bit Blanket has earned the praise of JT Burnley, a renowned Kentucky horse trainer. Burnley is an FEI Dressage exhibitor and trainer who has incorporated the electric bit warmer into his training program.

More details about Bit Blanket and how it works can be found in this YouTube interview (<http://youtu.be/Lmu962rxpW4>) with Horse Family Magazine. For more information, call (603) 329-3044, ext. 501, or email 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).

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