

July 10, 2010 is the First Helmet Awareness Day

An event at the Kentucky Horse Park and discounts on protective headwear are planned for the occasion.

Edited Press Release

July 9, 2010

Helmet Awareness Day supporters: Leigh Ann Claywell (USEF), Samantha Clark (2010 Radio Show), Event Rider Cathy Wieschhoff, Dressage Rider Reese Koffler-Stanfield, Glenn Hebert (2010 Radio Show), Lyndsey White (SUCCEED)The riders4helmets National Helmet Awareness Day, set for July 10 at the Kentucky Horse Park, is shaping up to be a big event. It has attracted the support of major equestrian stars, organizations, retailers and helmet manufacturers from across the United States. The first of its kind, the event was created to support the riders4helmets national campaign, designed to educate equestrians on the benefits of wearing helmets. Riders4helmets is jointly operated by Jeri Bryant and SUCCEED®.

Participants in the National Helmet Awareness Day event will include Kemi O'Donnell who lost her 12-year-old daughter as a result of a head injury sustained while riding. O'Donnell will be joined by Eclipse Award-winning jockey Frank Lovato, Jr., dressage rider Reese Koffler-Stanfield, eventer Cathy Wieschhoff, neurosurgeon Dr. Bill Brooks, and representatives of riders4helmets, USEF, USHJA, USDF, CHO, Troxel, Charles Owen, Good To Go Medical Card and more.

More than 125 equestrian retailers and a number of helmet manufacturers have announced their participation in National Helmet Awareness Day. Participating helmet manufacturers include Charles Owen, Troxel, GPA, Aegis (Devon-Aire), Ovation, Tipperary, IRH and Antares-Sellier France. All are providing discounts on helmets as part of the event. The list of participating retailers is updated daily at www.riders4helmets.com.

The United States Hunter Jumper Association (USHJA) is the latest national equestrian organization to support National Helmet Awareness Day. The USHJA joins the United States Equestrian Federation (USEF), United States Eventing Association (USEA), and the United States Dressage Federation (USDF) in pledging their support for the event.

A helmet campaign t-shirt autographed by leading equestrians will be placed up for auction in the Courtney King-Dye Medical Fund/Equestrian Aid Foundation eBay store on July 10th in honor of National Helmet Awareness Day. The t-shirt will bear the signatures of 2010 Rolex KY 3DE winner William Fox-Pitt, Olympians David O'Connor, Karen O'Connor, Gina Miles, Hawley Bennett, Samantha St. Jacques and others. The eBay store can be found [here](#).

For further updates on National Helmet Awareness Day and the riders4helmets campaign, visit www.riders4helmets.com or follow the campaign on Facebook at www.facebook.com/riders4helmets, or, Twitter at twitter.com/riders4helmets.

Read more about Riders4Helmets [here](#).

Share your thoughts on helmet use on the forums.

See how Troxel is lending a hand [here](#).