

A new name, a new look

DODSON & Horrell horse feed packaging is undergoing a complete overhaul, with new look bags and two name changes taking place in six phases over 10 months. The launch of the re-brand will take place at this month's Burghley Horse Trials.

Although the bags will retain their usual, familiar colours, they will feature striking black-and-white photography to create a stylish, contemporary look. Feeding guidelines have been simplified and will be printed on the front of the bags, with further product information appearing on the back. Country Cubes will become Pasture Cubes and Competition Country Mix will simply be known as Competition Mix.

The first bags to be launched are Leisure Mix and High Fibre Nuts, Pasture Mix and Pasture Cubes, Sixteen Plus Mix and Sixteen Plus Cubes, Build Up Mix and Build Up Cubes, and Equine Sensitive.

"We thought it was time to give the bags a fresh, new look and a bit of an update, as they have been the same for a long while," said Dodson & Horrell's Claire Simpson. "As we couldn't possibly change all the bags at once, we have started with the best-sellers. Flyers have been sent out to all our feed merchants to make sure they are kept informed about the changes."

The company's breeding range will be updated in November, with the remaining changes following on until next July.



A welcome new face joins the EMC team

NICKI Lewis has joined EMC, a wholly owned subsidiary of BETA and organiser of BETA International, as sales executive with responsibility for its publications – the monthly trade title *ETN* and *Trailblazers*, a quarterly consumer magazine aimed at grassroots riders.

A former business development manager at Hayley Conference Centres, Nicki previously worked as a sales executive for *Horse Deals* magazine.

She has extensive experience of the equestrian sector and has owned and ridden horses for most of her life.

"We are delighted to welcome Nicki to our team and her wealth of experience and depth of knowledge will be of huge benefit to our publications and EMC in general," said the organisation's commercial manager Claire Thomas.

"I am looking forward to working as part of the EMC team on these great publications," said Nicki. "It's a brilliant opportunity for me to be part of such a dynamic organisation which is so well respected within the equestrian industry."



Breast cancer charity gets double boost



BIG-HEARTED *Horse & Rider* magazine raised £1,350 for the Breast Cancer Campaign's £100 Horse Riding Challenge by hosting its own Pink Dressage Show. The fundraising event included a special Pink class, where entrants received extra marks for becoming as pink as possible. Support for the event was fantastic and the class had to be split into Preliminary and Novice, and Elementary and Medium, to cope with the demand.

Staff raised extra money by selling home-made cakes and tickets for a raffle sporting prizes donated by Puffa, Jeffries, Andrew Gould, Balanced Horse Feeds, TDS, Equestrian Vision and others.

• The Breast Cancer Campaign's £100 Challenge is asking every group, club and association in the UK to raise £100 or more to fund the charity's research. The initiative has already raised £400,000. For further information, email 100challenge@breastcancercampaign.org or telephone 020 7749 3731.



International dressage rider Andrew Gould supported the Breast Cancer Campaign by performing at the RSA Pantomime Horse Derby at the Royal Windsor Racecourse, helping to raise £17,000.

Riding Katie Price's horse Jordan's Glamour Girl, he performed the finer points of dressage for pantomime horse competitors, before they attempted to follow suit. "It is great to be able to support such a worthwhile charity," said Andrew. "When I agreed to ride at the event, I had no idea what I was letting myself in for!"