

For Immediate Release



Media Contact:  
Christine DeHerrera  
Equestrian Sports Promotions  
303-263-7531  
equestriansports@earthlink.net

**Win an iPad from BioThane and FHANA**  
**Share Your Story on Facebook**

**North Ridgeville, OH**—Have you been craving a cool new iPad? Now you have a chance to win one! Stop by the FHANA/KFPS booth at the WEG and enter to win an iPad courtesy of BioThane®. Look for the Friesian banners marking booth #2 in Equine Village. Simply fill out an entry and you could win a top of the line iPad. This WEG contest is only one of the ways that BioThane® is reaching out to the equestrian community and trying to give back to their loyal customers.

Ethan Boron, President of BioPlastics Company, the manufacturer of BioThane®, explains, “Everyone I know would love to have an iPad, so when FHANA approached us about this promotion, we knew it was something we wanted to do.”

Another way BioThane® hopes to interact with their customers is through a new Facebook page. The goal is to document the innovative ways of using BioThane®, as well as provide a fun forum for fans of the tack to share their stories and photos. Boron continues, “We love seeing people’s photos and hearing their real stories. Some of the stories are so fun! You cannot make this stuff up.” What’s so interesting? Fans have been putting their BioThane® tack in the dishwasher and washing machine!

Those that share their stories on Facebook will be entered to win a variety of BioThane® tack. Winners will be posted on Facebook and the BioThane website, [www.biothanehorse.com](http://www.biothanehorse.com)

BioThane® has been providing coated webbing tack to equestrians for more than 30 years. It is the high-tech material of choice for halters, English and Western bridles, harness, grippy reins, breastcollars and much more. With its traditional leather look and state of the art properties that make it easy to use, BioThane® has become the go-to material for quality tack.

Among the cool ways to use BioThane®-- flashy bridles and matching breastcollars for endurance competitors and traditional black Amish driving harnesses. This diversity is what makes BioThane® so useful and fun to work with. It can be a great leather-alternative or used to create custom tack in vivid colors. Among the disciplines that have fully embraced the alternative to quality leather are international endurance competitors, combined driving aficionados, Amish harness makers, eventers, barrel racers and more. Learn more at [www.biothanehorse.com](http://www.biothanehorse.com).

### **About BioThane®**

BioThane® has been manufactured in the USA for more than 30 years by experienced engineers and operators. Quality control is assured in a proprietary process that is accountable to a documented Quality Management System. BioThane's® 50 colors, 14 widths and three strengths are available in more than 20 countries worldwide.

