

**FOR IMMEDIATE RELEASE**

## **TECHNICAL SHIRT BUMPS SALES FOR NORTHWEST APPAREL MAKER**

(Portland, OR) Fun In The Saddle, Inc. (FITS), a Portland based maker of breeches and tops for the equestrian athlete, is on track for another record setting sales year due in part to the accelerating order pace for its long sleeve “tech” shirt.

The shirt is offered in two distinct styles: black scrolls and blue plaid in a poly/Lycra® stretch tricot blend and “bump” fleece. In typical FITS fashion the emphasis is first on rider comfort. *Tech Shirts* feature seamless underarm and sleeve panels.

President and CEO, Sheryl Rudolph, notes the 12” zip front placket fits easily over helmets “The unique fabric blend provides excellent wicking and stretch ability, with just the right degree of warmth, making it a workhorse now that days are getting cooler,” she adds.

While created primarily for the equestrian athlete, Rudolph points to her shirts being worn by a growing number of active lifestyle shoppers seeking fashionable, all weather, hassle free apparel.



FITS’ products are available at fine retailers worldwide. *Tech Shirts* are stocked in SM (4-6), MED (8-10), LRG (12-14) and XL (16-18).

***For more information, smaller, larger or other images:***

***Bill Bartlett***

***1.541.301.0300***

***[bill@orangecreativegroup.com](mailto:bill@orangecreativegroup.com)***

