



**Shangri-La Therapeutic Academy of Riding**

**11800 Hwy. 11E • Lenoir City, TN 37772 • Phone: 865-988-4711 • Fax: 865-988-4712**

**E-mail: [star@rideatstar.org](mailto:star@rideatstar.org) • [www.rideatstar.org](http://www.rideatstar.org)**

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**CONTACT:**

**Lisa Lanphear,**

**865-988-4711**

**[devdir@rideatstar.org](mailto:devdir@rideatstar.org)**

**STAR's Bridles & Blue Jeans Fundraising Event a Success!**

**Lenoir City, TN** – STAR hosted its 4th annual Bridles and Blue Jeans extravaganza at their facility in Loudon County on April 26<sup>th</sup>. This highly anticipated invitation only event drew over 360 jean-clad guests. “This is our biggest fundraiser of the year. We were extremely thrilled to share and enjoy all the wonderful aspects of our new indoor arena!” said founder and executive director Lynn Petr.

Delicious dinner fare was provided by Dave Levins' Bonefish Grill of Turkey Creek and Brian Lanigan of Fleming's Prime Steakhouse and Wine Bar. “Not only did Dave and Brian provide fabulous prime rib dinners and unbelievable seafood appetizers to our guests, they also successfully addressed all of our special dining requests. In addition to the support of our wonderful corporate sponsors, Bonefish and Fleming's provided the highest quality service throughout the planning process and the event!” said event chair Holly Williams of Studio Four Design.

The evening's festivities included STAR's riders with special needs demonstrating their abilities on horseback and STAR's drill team riding an intricate series of patterns set to music. “Each one of our riders is unique and an inspiration to us all. Their strength, perseverance and hope have touched our lives in a special way. To see them ride a

horse is a truly unforgettable experience. Not only do they sit taller and smile more, but they broaden their dreams beyond the confines of their disabilities,” shared Petr.

Silent and live auction bidding was fierce with guests buying everything from art and jewelry to get-a-ways and a ski boat! “Skier’s Choice, Inc. has long been a supporter of STAR and it was quite evident with their donation of a Supra Launch 22SSV! What a great way for the lucky winner to enjoy Tennessee fun on the water,” said Petr.

“We could not have a successful event without the help of all our volunteers, the attendees, our in-kind sponsors, and the generous support of our corporate sponsors: Skier’s Choice Inc., SunTrust, O’Charley’s, Delmar Haynes Pontiac GMC Jeep, Mesa Associates, Inc., and Merit Construction, Inc.,” continued Petr.

The event brought in over \$200,000, which will continue to fund the facility’s construction and development, as well as future programs. For more information about STAR call 865.988.4711 or visit their website at [www.rideatstar.org](http://www.rideatstar.org).

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