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FOR IMMEDIATE RELEASE



Beaulieu Canada sponsors the CCI3* Bromont Three Day Event: The lush landscape of Bromont, Quebec was the ideal setting for the 26th annual CCI3* Three Day Event, one of the most prestigious equestrian competitions in North America. Beaulieu Canada was a proud sponsor of the event which took place June 7-10, 2012 and featured 149 horses and riders from all over the world competing for the four division titles.

Bromont, QC—June 2012—Beaulieu Canada, one of the nation's largest flooring manufacturers and distributors, was approached to be a main sponsor for the Bromont Three Day Event, alongside Volvo, the Canadian government and the government of Quebec. Bromont received singular attention this year because it served as the final observation trial for selectors of the Canadian and United States of America Olympic Eventing Teams. The chosen riders will go on to represent their countries and compete in the 2012 London Olympic Games. Throughout the weekend, riders impressed judges with their skills in dressage, cross-country and jumping. The expansive course was designed by Derek Di Grazia, one of the world's foremost cross-country course designers. The venue used for the Bromont CCI3* Three-day Event was also the site for the equestrian events during the 1976 Montreal Olympic Games.

As a leading sponsor, Beaulieu Canada invited all of its Quebec-based employees, locally-based customers and their families to enjoy an exciting weekend at the competition in Bromont. The company supplied a Beaulieu Canada Hospitality Tent on both Saturday and Sunday with a catered lunch to show its appreciation for all of its dedicated employees. Over 200 guests from Beaulieu Canada observed the competition from the company's tent, which was conveniently situated between two show arenas.

Beaulieu Canada also hosted the annual Red and White Cocktail party to welcome all of the riders and sponsors to Bromont. With beautiful summer weather, genuine corporate camaraderie and talented competitors, the CCI3* Bromont event was a huge success not only for Beaulieu Canada and its employees but also for Bromont as an important equestrian center in North America.

Please contact Madison Taylor for more information about Beaulieu Canada or visit its website at www.beaulieucanada.com. For more information regarding the 2012 CCI3* Bromont Three Day Event/Todd Sandler Challenge, visit its official website at www.bromontcci.com.