

FOR IMMEDIATE RELEASE

Contact: Morgan Appleyard

BTC Marketing

610.254.7418 or mappleyard@btcmarketing.com

Ladies Day at Devon Horse Show Makes a Brilliant Return, June 1, 2016 On sale April 4th, tickets are 'hot' for this wildly popular Hat Contest

DEVON, Pa. – APRIL 5, 2016 – Ladies, glam up your hats with highly polished bling, hot metallic, shimmer, and sparkle! In honor of the Devon Horse Show's anniversary – 120 Years Bright! – Ladies Day 2016 will be a Silver & Gold celebration. Ladies Day, one of the most special events of the annual <u>Devon Horse Show and Country Fair</u>, takes place June 1st with its wildly-popular Hat Contest in which an illustrious panel of judges award fabulous prizes to impeccably dressed women wearing the most eye-catching hats.

"Ladies Day is not to be missed; dozens of contestants from all around the tri-state area 'wow' spectators with their imaginative hat creations and matching outfits. This year promises to be especially resplendent given our 'silver and gold' theme," said Laura Wood, senior Chair of the event. "In addition to the parade of finery, Ladies Day hosts a reception with live music and terrific raffle prizes contributed by many of our Country Fair vendors. It's an incredibly fun, memorable occasion for everyone!"

The Hat Contest will be judged by several notables, including Carson Kressley, celebrity fashion expert, who will be wearing a custom designed hat by famed milliner Christine A. Moore, known for her 'racetrack fashion,' creating hats for the Kentucky Derby, Breeders' Cup, and other high-profile equestrian events. Other judges are Adam Joseph, 6abc Action News Meteorologist; Caroline O'Halloran of Savvy Main Line; Anthony Weagley, President and CEO of Malvern Federal Savings Bank; Sam Dangremond, Town & Country Web Editor; Michael Smyth of Land Rover Jaguar Main Line; Brenda Waites Bolling, milliner and boutique owner in New York City; and, Kristin Detterline of Philadelphia Style Magazine.

Contest winners will receive exciting prizes provided by: Blue Mercury, Hats by Katie, J. McLaughlin, Louella, and Jaguar Land Rover Main Line. The prizes will be awarded in several categories: Best in Show, which offers the Grand Prize for the hat that best incorporates this year's theme; Most Fascinating for the best 'fascinator' topper; Best Hat to Toe for the best overall ensemble outfit; Best Hat and Purse for the best hat and purse pairing; and Best of Devon for the hat that best captures the spirit of the Devon Horse Show and Country Fair. By popular demand, a new category – Best Group – has been added to this year's judging.

Sponsored by Malvern Federal Savings Bank and Polka Dots in Paoli. Cottage Flowers of Malvern is graciously providing the floral arrangements for the event. Ladies Day will be held on **Wednesday**, **June 1, 2016**, with registration beginning at 9:30 am. Tickets for the Ladies Day festivities are \$65 per guest when purchased in advance; \$80 when purchased at the door. Included in the ticket price is the hat contest, reception with two drink tickets and butler-served and stationery hors d'oeuvres, live music by Vahe, and raffle tickets for prizes donated by Country Fair vendors. Admission to the

show grounds is free on June 1st for all Ladies Day participants as well as any woman wearing an elegant hat.

The public is encouraged to buy Ladies Day tickets in advance online from the <u>Devon Horse Show and Country Fair website</u>. Ticket sales begin April 4, 2016. There are also three special packages offered including the **All Performance Package**, which provides a ticket for every performance of the Show, daily entrance to the Show & Fairgrounds, and a covered, reserved Grandstand seat for \$275 – more than a 33% discount off the regular pricing. Visit the website to view all the packages as well as for the daily Horse Show schedule and details on the many Country Fair booths for food, fun games, and fabulous shopping.



Photo taken by Brenda Carpenter at the 2015 Ladies Day event.

About Devon Horse Show and Country Fair

Started in 1896, the Devon Horse Show is the oldest and largest outdoor multi-breed competition in the United States and draws in top competitors from around the world. With the grandeur of Philadelphia's historic Main Line as its backdrop, the show continues to reflect the local traditions and lifestyles of the community. The Devon Country Fair, run by more than 2,000 volunteers, offers a variety of boutique shops in miniature cottages, amusement rides and games for kids, multiple dining options, and special entertainment events. Proceeds support Bryn Mawr Hospital.