

TheraPlate Revolution Therapy Platforms Welcomes NRHA, AQHA, NRCHA Champion Bob Avila as Brand Ambassador



Temecula, CA (May 31, 2017) – Like TheraPlate Revolution Therapy Platforms, Bob Avila knows a thing or two about excellent performance. TheraPlate, the Official Therapy Plate of the US Equestrian, is excited to welcome renowned reining and working cow horse competitor and trainer Bob Avila as its newest brand ambassador.

Avila's name has become synonymous with true Western riding and horsemanship, as he's trained horses to over 37 World or Reserve World Champion titles. He is a National Reined Cow Horse Association Million Dollar Rider, and has a list of career highlights that include two World's Greatest Horseman titles, multiple National Reining Horse Association Futurity Champion titles, and American Quarter Horse Association World Championship titles. After seeing the therapy and conditioning product called TheraPlate popping up more and more often in the industry, the long-time horse trainer and AQHA Professional Horseman decided to try the therapy plate himself.

TheraPlate Revolution Therapy Platforms manufactures therapy plates that are effective simply by standing on them. The unique movement of the platform increases circulation, reduces swelling, builds muscle mass, speeds the healing of injuries, and more. "The TheraPlate simply made sense for an all-over therapy method for my horses," Avila said. "I like something that is straight forward and makes simple sense. I'm not a big 'VooDoo' guy!"

TheraPlate's innovative therapy platforms are used to help maintain the overall health and condition of horses across disciplines. Avila uses the TheraPlate for the horses in his barn and training program, putting his horses on it three times per week after exercise. He also uses it for his less-active horses. "I have

several non-pro horses that are ages 7-15, and I think it helps keep those older horses simply feeling better,” he said. “Let’s face it, we all need a little help as we age.”

The TheraPlate platforms are used to counter the effects of chronic inflammation, speed healing through increased circulation, assist in warm-up and cool-down, build muscle, and help reduce the risk of future injury in horses.

TheraPlate platforms have become well known around the industry for their ability to help humans, as well. Avila has become familiar with this benefit. “I love it! I have some issues with my back, and after a long day I will grab a chair and sit on the plate for about 15-20 minutes,” he said. “If it makes me feel better, it has to make my horses feel better.”

Avila describes his experience in the saddle as being even longer than a lifetime. “I have pretty much been riding since before I was born, as my parents both rode and trained horses. It’s that old saying about the outside of a horse being good for the inside of a man... the horses are just in our blood; they make our lives complete.”

Avila has recently turned his attention to instructing more non-professional or amateur riders at Avila Training Stables, his operation in Temecula, California. “I like doing this as it allows me to give back to this industry and it eases the stress on my body,” he explained.

Avila’s most recent teaching venture took him overseas to The Netherlands to present a reining clinic at the end of May 2017. After that, Avila and his training program will head to Las Vegas in June for the EMO Western State Championships and The Celebration.

TheraPlate Revolution is excited to welcome Avila to the TheraPlate Brand Ambassador team. The company offers therapy platforms to benefit horses, pets, and their human counterparts by using dynamic movement with zero impact to maximize performance. To learn more about how the innovative TheraPlate can benefit horses’ overall health, visit www.theraplate.com.