

# HORSE HERO

'HOW TO' FOR HORSE LOVERS ON FILM

## Press Release

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## **'HOW TO' VIDEO WEBSITE LAUNCHES SOON**

**.....mini version launches today!**



[www.horsehero.com](http://www.horsehero.com) is a state-of-the-art video website (launching in May) which enables riders and owners to improve their knowledge of horse care, by viewing the clever and proven methods professionals use to look after their horses at home and during competition.

Videos are presented by a charismatic team of rising stars including Laura Bechtolsheimer, Louisa Brassey and Harry Meade, and offer instruction on a vast array of subjects from 'how to' plait, clip, bandage, feed and travel, to 'how to' perform first aid on your horse and psych yourself up for competition. Techniques are demonstrated with top riders, their grooms and other professionals, across a variety of disciplines, using a number of celebrity horses as 'models'.

Whilst on location, Horse Hero as also filmed some fascinating yard tours and taken the opportunity to talk to competition riders about their trials and tribulations; how they do what they do and (virtually from the 'horses' mouth') to find out what their top rides are really like! In addition, there are guest blogs and some entertaining video diaries.

High quality video production sets the site apart and creates an easy and pleasurable viewing experience. Uniquely, users can take the learning right into the stable by downloading videos onto their laptops, mobiles and

handhelds, and show how they 'do it' by submitting their own 'how to' videos. They can also keep the Horse Hero team on its toes by rating clips. Horse Hero combines insight, knowledge and entertainment. It also offers community and is a cyber café for people who are mad about horses!

The mini-site, launched today ([www.horsehero.com](http://www.horsehero.com)), has a video introduction to Horse Hero featuring some highlights from our pre-launch filming. Clips include the Badminton Estate and footage from the yards of Chris King & Zanie Tanswell, Laura Bechtolshiemer, Polly Williamson and Kitty Boggis. There is also a novel launch survey and users who complete this will be able to watch a free 'how to' with Laura, her head groom and top horse, Mistral Hojris. They will also be entered into a survey to win a pair of Moloh fashion boots. And between now and launch of the main site, those who have completed the survey will be able to view a number of other videos free.

Managing Director, Fiona Price, says *"Horse Hero brings together the collective wisdom and experience of many of the UK's leading equestrian professionals. It's where knowledge of horse care meets state-of-the art media. The site provides learning on demand at any time of the day or night on subjects of most interest to users. It also gives a 'fly on the wall' insight into the lives, yards and horses of some of our top riders."*

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