

**Festive fun for all the family....**

***December 2009 Christmas entertainment with Horse & Country TV – essential equestrian TV***

If you are worried about being able to entertain the kids every waking hour over the festive period, then **Horse & Country TV** has some great Christmas viewing for all the family. This newly re-launched equestrian TV channel and website is bringing horse lovers the best in equine dedicated TV for the yuletide. Only on H&C TV.....

**Olympia Christmas Show**

Boxing Day on Horse & Country TV is a televisual feast of equestrian entertainment with over 8 hours of wonderful Olympia coverage. Exclusive to Horse & Country TV is the **Edward Gal Dressage Masterclass**, a 30 minute show featuring this awe inspiring rider/trainer at work. Not only will this be on the channel on Boxing Day – but for those who can't wait it will premiere on [www.horseandcountry.tv](http://www.horseandcountry.tv) on Thursday 17<sup>th</sup> December.

Programmes on Boxing Day include: Kennel Club Agility Stakes, Young Show Jumper of the Year, Renault Xmas Masters, Tom Hudson Xmas Tree stakes, H & M Santa Stakes and a Highlights Show including The Quadrille of the Year, Jean Francois Pignon, Shetland Pony Grand National and the Met Police Activity ride. The Horse & Country website will also have the winning rounds of the four showjumping classes so it's the ideal way to check out the action online.

**The Saddle Club**

Switch on every weekday evening from **Monday 21<sup>st</sup> December** at **5pm** for **'The Saddle Club'** an exciting children's drama - brand new to the channel.

Lisa, Carole and Stevie would seem to have it all - a great riding stable with an amazing coach, beautiful horses, and acres of trails to ride on, but for these 12 year old girls, the world is quickly expanding. Before they know it, the simplicity of childhood will be lost in the whirlwind of adolescence. Set amidst the excitement of the horse world, each half-hour episode will take the girls on a journey of personal discovery and growth. Packed with all action/adventure stories these girls have one thing they *can* count on: from preparing for a major horse show, to coping with tough issues like the death of a horse, they will go through it all *together*

With plenty of equestrian drama, excitement, thrills and spills for kids and parents alike - make sure you settle down on the sofa with Sky channel 280 Horse & Country TV for lots of family fun.....

## **Notes to Editors**

### **About Horse & Country**

Launched in 2007, H&C can be found on SKY 280 and at [www.horseandcountry.tv](http://www.horseandcountry.tv) . New investors bought into the company in December last year and have implemented a complete review of the business. This has resulted in a thorough overhaul of operations, a refresh of the brand, a complete rebuild of the website and a cross platform strategy that seeks to satisfy audiences wherever they choose to enjoy H&C – be that on TV or online.

Core H&C genres are equestrianism (both sport and “how to”) and a number of closely related countryside passions and pursuits including dogs, cookery, country living, fishing, smallholding and agriculture. In addition to television programming in all these areas, the website also features a wealth of on-demand video, exclusive celebrity and country interest blogs, daily ‘feel good’ news and supporting articles. The extensive Events database allows users to search for events and to upload and promote their own, and the classified section gives visitors the opportunity to search an extensive listing of horses and horseboxes for sale.

The success of the new H&C can be seen in their vibrant Facebook community of over 21,000 fans.

### **Press Information**

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