



NAF PARTNERS WITH H&C TV IN RUN-UP TO 2012

Press Release – 14th September 2011

Horse & Country TV is delighted to announce that NAF will sponsor a new eight-part TV series focused on prospects for the British equestrian team in the run-up to the London Olympics.

Entitled “Getting to Greenwich”, the series will explore the hopes and dreams of eight potential contenders for Team GBR, across the three Olympic and one Paralympic disciplines of dressage, showjumping, eventing, and para-equestrian dressage.

H&C TV will visit an “old hand”, with prior Olympic experience, and a “new face”, with potential to make the squad, from each discipline, learning about the riders’ horses, training regimes, aspirations and anxieties.

The series will be produced by Lizzie Greenwood-Hughes’ production company, Harkaway Media. Lizzie is known to viewers for her production and commentary of the BBC’s coverage of the World Equestrian Games last year.

Tracey Lloyd, Marketing Manager at NAF, said of the company’s decision to sponsor the series: “Equestrian sport represents one of the UK’s best medal hopes at next year’s Games. As sponsors of Team GBR, NAF is doing its utmost to promote and support all the riders in the World Class Programme, which provides Britain’s elite riders with the best preparation to perform on the world stage. Sponsoring ‘Getting to Greenwich’ gives us a unique platform from which to reach this goal.”

Heather Killen, Chairman of H&C TV said: “We’re delighted that NAF is working with us to bring a show about our potential Olympic riders to UK viewers. Horse & Country TV has a special commitment to achieving visibility for our sport and our athletes on broadcast TV. We’re sure our audience will love this show, and are also confident it will strike a chord with a wider viewing public, for whom 2012 will be a new opportunity to discover equestrian sports.”

The Chief Executive of the British Equestrian Federation, Andrew Finding, said: “Thanks to this partnership between NAF, one of the most stalwart supporters of equestrian sports, and Horse & Country TV, we have a new way to communicate the fantastic potential of Team GBR for next year’s Games.”

Getting to Greenwich will premiere on Horse & Country TV at a date to be announced in November.

Notes to Editors:

H&C lives on-air and online and provides exclusive sports event coverage, news, documentary and personality-led programming to the passionate audience for horse sports and country living. The channel won the award for '**Best Specialist Channel**' in the 2011 Broadcast Digital Awards. As well as horse sports, H&C broadcasts shows about dogs, country sports and rural lifestyle. Online, H&C publishes blogs and commentary provided by a range of experts and personalities, as well as business listings, classifieds, and a calendar of events. H&C has a 60,000+ strong Facebook following and lives online at www.horseandcountry.tv and on-air on SKY channel 280.

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