



## **Horse & Country TV partners with Sportjumping to popularise new competition format**

Press Release – June 2011

Horse & Country TV has partnered with Sportjumping®, the new fast-paced, family friendly competitive format that lets amateurs compete against professional riders. Sportjumping® handicaps amateur and professional riders alike based on their recent form, creating a level playing field for competitors.

Combining the traditions of show jumping and the excitement of racing, Sportjumping's handicapping system also enables organised betting at equestrian competitions

Sportjumping® has been successfully piloted at two competitive events. The next event takes place at Gleneagles on October 15, 2011. Highlights from the event will be shown on Horse & Country TV.

Bill Alexander, founder of Sportjumping®, said: "Media exposure is key to attracting new sponsorship to Sportjumping®, and forging partnerships with online betting platforms. I'm delighted to be working with H&C TV to take this next critical step in our development."

H&C TV's Chairman, Heather Killen, said: "Sportjumping® is an exciting new format that will make for great television viewing, and that fits with our aims to take equestrian sport to a wider audience. We hope to help Sportjumping® develop a sizeable following and support Bill's endeavours to expand outside the UK."

### **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. For the last two years H&C has been shortlisted for Best Specialist Channel in the Broadcast Digital Awards. As well as horse sports, H&C broadcasts shows about dogs, country sports and rural lifestyle. Online, H&C publish blogs and commentary provided by a range of experts and personalities, as well as business listings, classifieds, forums, and a calendar of events. H&C has a 57,000 strong Facebook following and lives online at [www.horseandcountry.tv](http://www.horseandcountry.tv) and on-air on SKY channel 280.

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