

PRESS RELEASE

16 Dec. 2011



The first international online dressage and show jumping event

German Horse Center Challenge 2012 on Facebook

Top German trainers offer feedback to riders all over the world

For the first time, riders of all levels and nations can enter four riding tests by online video submission to the German Horse Center Facebook page and view how other riders and horses will have completed the test in their countries. It will be a fascinating event.

With the Olympic spirit in mind, participants will also get a personal reward: A jury of German top riders with international successes as well as qualified trainers will assess each rider and provide personal feedback with training advice.

The enjoyment of horse and rider as well as the experience of a unique online experiment are at the center of this event. This is an exciting challenge during the winter months for equestrian fans all over the world.

How it works

Everyone can participate: Competitive and leisure riders, clubs and school riders with horses of all breeds are allowed.

1. Riders can download the riding test from **facebook.com/germanhorsecenter**
2. They will ride the test on camera.
3. Videos should be uploaded onto YouTube and the link is posted to the German Horse Center Facebook page.
4. Once posting has ended, every rider will receive personal feedback.

The event is hosted in English. Riding tests will be available in German and English.

The riding tests

Riding tests will be designed to include as many riders as possible. For example, all tests can be performed in a 20 x 40 m arena.

Riders will have a choice of four different tests: a preliminary or medium dressage test, or a 95 cm or 1.10 m style jumping course.

Candidates should adhere to the classical riding style showing their horses with suppleness and in harmony.

First of all, German Horse Center wants all horses and riders to have fun. The prize for every rider is the feedback from a top trainer. The best candidates also receive a virtual ribbon for their Facebook profile picture.

When does the challenge start?

16 January 2012: German Horse Center presents the jury.

20 January 2012: Riding tests are published and the challenge begins.

28 February 2012 (24:00 midnight GMT+1): Posting of videos closes.

Starting 1 March 2012: The jury will provide feedback to all participants.

German Horse Center is looking forward to this unique event and wishes all riders the best of luck. Enjoy!



The poster features a central photograph of a rider in a dark jacket and helmet riding a brown horse. The horse has a white ribbon on its bridle. In the top left corner, there is a yellow ribbon icon with a horse head inside a circle. The text 'German Horse Center Challenge 2012' is prominently displayed, followed by the tagline 'Germany's top trainers want to see YOU ride – get free feedback'. A yellow banner at the bottom contains the text 'Join the excitement! 20 January 2012: the challenge begins' and the Facebook link 'facebook.com/germanhorsecenter'. A white starburst graphic on the right side of the banner says '1st Online Riding Event'. The German Horse Center logo, featuring a horse silhouette and the text 'GERMAN HORSE CENTER Full Service for Training a Horse in Germany', is located in the bottom right corner.

German Horse Center
Challenge 2012
Germany's top trainers want to see **YOU** ride –
get free feedback

Join the excitement!
20 January 2012: the challenge begins
facebook.com/germanhorsecenter

1st Online Riding Event

Get ready for a great time with
your horse and your horsey friends.
Competitive riders, clubs, school-horse riders,
everyone can participate!

20 January 2012, you will receive tests to complete.
Videotape yourself. Post your video! Top riders from Germany will provide
personalized feedback about your performance and your horse.

GERMAN HORSE CENTER
Full Service for Training a Horse in Germany

German Horse Center: Complete service for the purchasing of horses in Germany

More than 20 renowned German stud farms and sales stables unite under www.germanhorsecenter.com to mainly offer dressage and show jumping horses for sale. The full service concept of German Horse Center addresses prospective international purchasers, and covers everything from arranging travel plans for a 'Horse Tour' and providing accompanying personal guides in Germany to the provision of impartial purchasing advice and handling of the actual purchase and subsequent transport.

In addition, German Horse Center organizes global procurement services which enable top German riders and trainers to be booked for the training of horses and riders. The entire portfolio of services is based on a concept of equine wellbeing as well as the principles of transparency and high quality service provision.

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