

# SportsQuest International

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## FOR IMMEDIATE RELEASE

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## Encore Presentation - "With Equestrian Tact..."

The series preview of television's premier equestrian newsmagazine will have an encore presentation in the United States on Sunday evening, January 27<sup>th</sup>.

"**With Equestrian Tact: The International Video Magazine of the Equestrian Sports**" will be broadcast nationally, as a [HorseTV](#) presentation on the [America One Television](#) network.

The program will air at **7:00 p.m. Eastern Time** (GMT -0500).

First broadcast in mid October of 2001, the half hour presentation features stories profiling **Ekkehard Brysch**, President of the International Sports Horse Registry and the Oldenburg Registry N.A.; **Elizabeth Cross**, President of Ariat International, a leading manufacturer of footwear for both English and Western riders; and International Course Designer **Leopoldo Palacios**, of Venezuela.

Mr. Palacios designed the showjumping courses used during the 2000 Olympic Games in Sydney, Australia. He is also Chairman of the Fédération Equestre Internationale's [Regional Group V](#).

Set against the backdrop of international riding and driving competitions, and incorporating the thematic wealth of classic as well as contemporary jazz recordings, “With Equestrian Tact...” will explore a wide variety of equestrian sports topics in a documentary newsmagazine format. The series is produced by [SportsQuest International](#).

During 2002, thirteen (13) half hour segments will be produced for worldwide distribution. Individual programs within the series will include interviews with riders, trainers, owners, breeders and officials involved in various equestrian disciplines at the national and international levels. Areas of special focus include: **course design, sport horse breeding, nutrition and equestrian fashion**.

A comprehensive youth outreach program aimed at exposing children from a wide variety of socioeconomic backgrounds to horse related vocations, and to the sport’s Olympic disciplines, will be implemented by SportsQuest as part of an assertive North America marketing plan in support of “With Equestrian Tact...”.

A talented production team, anchored by writer and program host **Katrina Barclay**, will seek to capture the very special ambience surrounding world class equestrian events. Commencing with early season dressage and showjumping competitions in Florida (USA), coverage will originate from major events in North America, the Middle East and Europe during the run up to the [World Equestrian Games](#). The games are scheduled for September 10 - 22 in Jerez de la Frontera, Spain, and will crown world champions in seven equestrian disciplines: showjumping, dressage, vaulting, endurance, eventing, carriage driving and reining.

The producers also plan coverage of the equestrian competitions of the [14th Asian Games](#) in Pusan, Korea, international showjumping at the [Club Hípico La Silla](#) in Monterrey, Mexico, the [Adelaide International Horse Trials](#) in Australia and the [American Royal Saddle Horse Show](#) in Kansas City, MO (USA).

HorseTV is seen via the America One Television network of over 130 independent television stations coast to coast. It is also available via the Internet <[www.americaone.com](http://www.americaone.com)>, through select cable systems, and in-the-clear to C-Band satellite dishes. HorseTV broadcasts a variety of equine focused programming to owners, riders, breeders and lovers of horses and equestrian sports.

International distribution of “With Equestrian Tact...” is coordinated by London based **Prima Television International Limited**.

SportsQuest International is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informationally rich themes. The company is based in Oakland, California (USA).

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