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FOR IMMEDIATE RELEASE!

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SportsQuest.tv – Equestrian Channel launched

The [SportsQuest.tv – Equestrian Channel](http://www.SportsQuest.tv) has launched in a 'pre-release beta', and is now available on-line (www.SportsQuest.tv) and as an RSS enabled Internet feed accessible via [Miro](#), [iTunes](#), [FireAnt](#) and other popular media players.

SportsQuest.tv's equestrian oriented programming is also available via [blip.tv](http://SportsQuest-equestrian.blip.tv) (<http://SportsQuest-equestrian.blip.tv>).

The SportsQuest.tv – Equestrian Channel presents news and documentary features highlighting important national and international competitions. Special editorial focus is given to issues, trends and personalities shaping the development of horse related sports activities throughout the world.

When fully deployed, the SportsQuest.tv web portal will feature multiple Internet video channels, each targeting a specific sporting tradition. A searchable on-line [calendar of events](#) is an important facet of the project.

SportsQuest.tv is sponsorship based and offers revenue sharing opportunities to the content producers whose news stories, features and documentary presentations are exhibited within the incorporated 'niche channels'.

Current sponsors include the [United States Equestrian Drill Championship](#), [Tal-Y-Tara Tea and Polo Shoppe](#) and [ERM Ventures](#).

The equestrian channel is the first service launched under the SportsQuest.tv banner. SportsQuest.tv is an interactive service of [SportsQuest International](#).

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), and is widely known for its coverage of national and international level equestrian events.

For further information, please contact SportsQuest.tv via email at: info@sportsquestinternational.com

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