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With Equestrian Tact...



Equestrian Sports Video Magazine Prepares to Go Global

SportsQuest International, LLC is today announcing plans for the international distribution of its flagship series, ***With Equestrian Tact: The International Video Magazine of the Equestrian Sports.***

Anchored by a recently executed distribution deal with [HRTV](#) for carriage of the series in the United States of America, the producers are actively seeking placement of the initial fourteen (14) episodes with broadcast and cable outlets on every continent.

*“The HRTV deal is **huge**,”* says SportsQuest's Director of Business Affairs **Shabbir Husain**. *“It provides a tangible validation of the concept, and pays tribute to the persistence and hard work that have made it possible for us to move forward towards production. We are currently in serious discussion regarding licensing of the series in several European markets, and expect to find success as well in other regions of the world.”*

With Equestrian Tact... provides an attractive and cost effective vehicle for forward thinking enterprises seeking to reach both horse focused and general audiences in multiple international markets,” says series creator **Melvin H. Cox**. *“Our business plan targets twenty seven (27) nations with a combined population that exceeds 1.7 billion people.”*

Inspired by the success of the recently concluded [Alltech FEI World Equestrian Games](#) and consistent with SportsQuest's long-standing commitment to the expansion of the equestrian sports (and horse related business opportunities) in all parts of the world, the series will include coverage from each of the nine organized regional zones designated by the Fédération Equestre Internationale (The International Equestrian Federation). *“We believe that this is the first time that such a global representation of the equestrian sports has been attempted in any broadcast format,”* says Mr. Husain, *“of that we are very proud.”*

Scheduled to enter production within the next ninety (90) days, *With Equestrian Tact...* will present feature stories rooted in each of the internationally contested equestrian disciplines: jumping, dressage, eventing, vaulting, endurance, carriage driving, para dressage and reining and will introduce audiences to a variety of other equestrian activities, lifestyles and rituals.

“Our focus goes well beyond simple 'coverage' ,” says Cox. *“In bringing compelling stories to the screen from legendary venues throughout the world, we aim to capture the imagination of the non-equestrian while at the same time providing vital information and inspiration to the lifelong horse person. If we can consistently do this, we will have done our job... and done it well.”*

As a video magazine, *With Equestrian Tact...* will present short documentary features showcasing a variety of personalities, disciplines, perspectives and traditions.

The series has been developed with the assistance of [EquiFava, Inc.](#), and draws its title from a quote by the famous teacher and equestrian sports author [Vladimir S. Littauer](#) (1892 – 1989) in his book *Common Sense Horsemanship*:

“The feeling of the horse, and quick and correct muscular reflexes in response to these feelings, plus consideration of the horse's mentality and his physique, constitute what we call equestrian tact.”

The producers will work closely with international broadcast partners to support the availability of *With Equestrian Tact...* in Mandarin, English, Spanish, Arabic, French and other languages.

“We know that we have a very special product,” says Mr. Cox, “and an opportunity to make a difference. We will be very assertive in seeking prime time placement and equitable licensing terms throughout the world.”

In an effort to foster a significant dialog with emerging markets, Mr. Husain will continue to divide his time between Asia and the United States. In 2009, the Asia Pacific region accounted for an estimated twenty one percent (21%) of worldwide TV revenues¹.

HRTV is currently airing *The Spirit of Aachen: a documentary for television* produced by SportsQuest International, LLC.

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¹ Source, IDATE Consulting and Research

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About:

SportsQuest International, LLC (www.SportsQuestInternational.com) is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informationally rich themes.

HRTV[®] (www.hrtv.com) is a 24-hour, television-based multimedia network dedicated to the "Sport of Kings," featuring live racing from many of the sport's greatest racetracks, including exclusive action from Churchill Downs, Pimlico and legendary Santa Anita Park. Viewers are also entertained and informed by HRTV's award winning documentaries, original programming, in-depth analysis and now a broad array of equestrian competitions and targeted lifestyle programming. The live stream of HRTV is available on a subscription basis at www.hrtvlive.com to high speed Internet users worldwide. The HRTV television network is presently available via cable, telco video and satellite in approximately 19 million US homes.

EquiFAVA, Inc. (www.equifava.org) is a Texas-based non-profit organization dedicated to researching and documenting film and video from the past century through today focusing on the history, knowledge and heritage of the horse and horse cultures throughout the world. The organization is funded through individual and corporate sponsorships, donations and grants, and also provides development, licensing and funding support for producers of original equestrian video programming.

PegasusTV.com (www.pegasustv.com) is the online video portal hosting the Equine Film & Video Archives (EquiFAVA). It is also home to the new Equus Theater, providing on-demand Pay-Per-View and Free-To-View platforms for equine-focused programming.