



## PRESS RELEASE

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### **Horse Hero offers the perfect Christmas gifts!**

#### **Endless wisdom and entertainment through subscription gift voucher**

HorseHero.com, the increasingly popular equestrian video website, has just launched a subscription gift voucher. This is the perfect present for any horse-loving friend or family member. For just £15.00 +VAT (less than the cost of one lesson) you can gift a year's worth of equestrian inspiration, education and entertainment, not to mention priceless wisdom for a lifetime. A perfect present!

A Horse Hero gift voucher is ideal for anyone who is mad about horses and it's easy for you too. Just register on the site free (<http://www.horsehero.com/register>), then buy a voucher. You will receive email confirmation immediately - very handy if you are prone to leaving your present-buying to the last minute!! Christmas, birthday, congratulations, thank you – a Horse Hero gift voucher is right for any occasion. Young or old, male or female, professional or amateur... everyone loves what Horse Hero has to offer. See our comments page to find out what users say:

<http://www.horsehero.com/about-us-horse-hero/comments> and click here to see a copy of our latest newsletter: <http://www.horsehero.com/32675>

#### **New exclusive Laura Bechtolsheimer training DVDs!**



Laura Bechtolsheimer & Mistral Hojris

From 1<sup>st</sup> November 2009 Horse Hero will be launching an online shop which will have DVDs of some of our best training videos, amongst other things. Priced at £17.99 inc VAT (£5 discount for a set of four), the DVDs will make great presents and stocking-fillers this Christmas, particularly for those who prefer to watch on a big screen or for anyone who is hindered by slow broadband. A gift that can be enjoyed time and time again. In fact, Horse Hero users tell us they watch our training videos many times over and the videos have been instrumental in improving their riding. This first selection of four DVDs show dressage superstar Laura Bechtolsheimer and her father Dr. Wilfried Bechtolsheimer working her horses at home. Video topics include lungeing and long-reining the young horse, the start of collection, de-mystifying lateral work, developing a new kur, and some fabulous lessons with legendary dressage trainer Klaus Balkenhol plus much more. A wonderful insight into Laura's training methods – not to be missed! The shop will be found via the home page of Horse Hero: [www.horsehero.com](http://www.horsehero.com)

*Fiona Price, Horse Hero's Managing Director says about the DVDs, "It's been awesome making our dressage videos (part of a catalogue of nearly 300 videos we have made on since launching over a year ago). They provide a privileged and unprecedented insight into the thinking and training methods used by top riders and I know our videos are watched over and over again by users, who tell us their riding has improved as a result."*

*She continues, "Working with Laura has been amazing. We have filmed her at various intervals throughout her rise to medal glory over the past year. She is a gifted communicator who gives crystal clear explanations. She is extremely down to earth with her horses and has a great sense of humour - a real inspiration and role model. Working with Laura also shows what life is really like for a top equestrian athlete."*

*About the gift vouchers Fiona says, "We are delighted to be able to offer Horse Hero's priceless wisdom and entertainment in the form of a subscription gift voucher. Videos and our highly addictive blogs are both interactive and offer users a unique opportunity to get into dialogue with our site celebs!"*

### **More information about Horse Hero**

Horse Hero ([www.horsehero.com](http://www.horsehero.com)) is a state-of-the-art equestrian video website which shows how top riders look after their horses at home and at competitions and gives a rare glimpse into their lives. Horse Hero also has training videos, fascinating yard tours and video stories of competitors behind the scenes at big events. We feature Olympic riders such as Laura Bechtolsheimer, medal winners and plenty of rising stars. The site also has celebrity blogs, biography pages, competitions and more. Users can comment on videos, blogs and forums and get into dialogue with top riders. The Sunday Times described it as "Paradise for horse lovers".

### **Collaborations**

We also have plans for a wide range of media collaborations including high quality competition offers (with some unique opportunities!), editorial ideas and advertising exchanges. Please let us know if you would be interested in any of these options.

### **Contact**

For further details on any of the above or to obtain a complimentary journalist login please contact Lucy Graham: [lucy@horsehero.com](mailto:lucy@horsehero.com) 07979 646765

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