

For Immediate Release

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**International Equine Video News Magazine Announced:
Equifava, Inc. to Serve as Fiscal Agent**

Houston, TX - SportsQuest International has announced plans for the production of its globally-focused video news magazine, "*With Equestrian Tact...*"

Equifava: The Equine Film & Video Archive for the Preservation of the Horse in Media, will serve as fiscal agent for the series and provide initial distribution through its non-profit video portal, PegasusTV.org. PegasusTV provides online access to the Equifava archives, a growing digital depository of video and film focusing on the history of the horse and equestrian cultures throughout the world, in addition to offering no-cost proprietary video channels to organizations and individuals within the equestrian community.

In development for several years, *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.

The initial ten-part series will give special focus to preparations for the 2010 Alltech FEI World Equestrian Games. A follow-up series will focus on preparations for equestrian competitions at the 2012 Olympic Games in London. Both series will be available to viewers via traditional television distribution platforms as well through select Internet websites.

Already 'in-the-can' is an exclusive interview with Dr. Pearse Lyons, the founder and president of Alltech - title sponsor of this year's world equestrian championships in Lexington, Kentucky. The far-reaching interview was recorded on the grounds of Windsor Castle (UK), during the 2009 Alltech FEI European Showjumping and Dressage Championships.

"We are strongly committed to the video news magazine format," says SportsQuest's Managing Director and Senior Producer, Melvin Cox. "We believe that good story telling, integrity and a healthy respect for the sport, the participants and the audience are paramount."

Cox added, "I am part of the generation that grew up under the influence of ABC's Wide World of Sports - the hugely successful, long running series that established high standards for sports and journalism. While numerous technological advances have been made since its debut, the model created by the legendary Boone Arledge and his team at ABC continues to challenge and inspire the way we approach our work today. Contemporary storytellers whose work I greatly admire include PBS' Rick Steeves and the Travel Channel's Anthony Bourdain.

With Equestrian Tact... will seek to convey a global perspective and to build bridges for understanding and cooperation. Our raison d'être is to introduce equestrian and non-equestrian audiences to horse-related traditions, legacies and anecdotes from throughout the world - while providing a high level of supplemental coverage to many of the year's most important competitions. *The focus is not on a given competition, but rather on the often extraordinary efforts and the compelling stories of those involved - horses, riders, trainers, drivers, owners, sponsors, etc..* We look forward to working with an international team of talented contributors, and to developing long term relationships with forward thinking sponsors and underwriters."

To showcase the expanding global appeal of the equestrian sports, and to celebrate the diversity of the world equestrian community, the preliminary production schedule anticipates coverage of at least one

high performance event in each of the nine organized regional groups designated by the Fédération Equestre Internationale (the International Equestrian Federation). The producers believe this is the first time that such a global representation of the equestrian sports has been attempted in any broadcast format.

Specific stories in development for the 2010 series include:

- ** Special coverage from the Dubai International Horse Fair and the Dubai International Arabian Horse Championship
- ** *Behind the Scenes at the FEI* - a visit to the International Equestrian Federation's headquarters in Lausanne, Switzerland.
- ** *The Making of a Great Saddle* - a visit to the workshop/headquarters of a famous European saddle maker
- ** *A Culinary Guide to Badminton* - an epicurean's search for the best food and drink at the world's most prestigious Three Day Event
- ** *Flying 1st Class* - transportation of horses to the World Equestrian Games
- ** *Britain's Black Princess of Reining* - a profile of Tammy Greaves (2009 European Team Bronze Medalist)

- ** *'The Road to Lindale . . .'* - top teams prepare for Super Ride VIII: The 2010 Equestrian Drill Championships at the Texas Rose Horse Park, near Lindale, Texas.

Complete details regarding *With Equestrian Tact...*, including non-profit sponsorship funding opportunities and a listing of the projected production venues are now available on the *With Equestrian Tact...* preview page on Equifava.org.

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SportsQuest International is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informational rich themes. The company is based in Oakland, California (USA), and is widely known for its coverage of national and international level equestrian events.

Equifava, Inc., 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, grants, subscriber access fees and product sales through affiliated enterprise retail websites.

PegasusTV provides online access to the Equifava archives, as well as providing private and proprietary channels for organizations and individuals.

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Equifava, Inc. PDF Media Kit (1.5 mg).

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