

Hoof Coverage Summary for Website

2011

Horseriding: Saddle up for a better body

25th January 2011, The Express

As a child I could never understand my school friends' obsession with horses. Although I enjoyed riding on the occasions I tried it, I always wanted to jump on bareback and gallop off into the sunset rather than take lessons and learn to ride correctly.

<http://www.express.co.uk/posts/view/225031>

2010

Underprivileged children saddle up and ride out of inner-city hell

23rd January 2010, The Times

The streets of Brixton are a far cry from the rural stables and green meadows where Britain's elite are accustomed to honing their riding skills. A new equestrian school in the middle of one of the country's most deprived districts, however, has sparked an opportunity for the horse-riding movement to shed its "toff" image.

<http://www.thetimes.co.uk/tto/news/uk/article1946693.ece>

Ebony Horse Club: the ride of their lives

22nd May 2010, The Daily Telegraph

Signs of horse obsession are everywhere in Shanice Reid's home, from the riding boots outside the front door to the pin-ups of galloping thoroughbreds on her bedroom walls. But Shanice, 14, is not a typical horse-mad country girl. She lives in a council flat in Brixton, south London, where she shares a bedroom with her two sisters and Junior, her 13-year-old brother, who has both ADHD and Tourette's syndrome. It is a happy home, but one a teenager might need to escape at times.

<http://www.telegraph.co.uk/active/7748790/Ebony-Horse-Club-the-ride-of-their-lives.html>

Equestrian enthusiasts might want to book a holiday for the Olympics

21st September 2010, Direct Travel Insurance

Tourists interested in Equestrian pursuits might want to book their 2012 holiday to London, with a view to attending the events at the Olympics. That is if comments from David Gadsby, London representative of the British Equestrian Foundation, who said that people should look forward to watching a number of sports, such as show jumping, dressage and endurance riding are anything to go by.

<http://www.direct-travel.co.uk/travel-insurance-news/equestrian-enthusiasts-might-want-to-book-a-holiday-for-the-olympics-800074113>

Saddle-up! How horse riding improves core strength and targets wobbly thighs

15th November 2010, The Daily Mail

Most equestrian centres offer both group and private lessons for a range of abilities and provide helmets. It's best to wear old jogging bottoms and sturdy boots with a small heel as well as gloves in winter. Beginners cover the basic skills of how to mount and dismount, hold the reins correctly, walk and stop. With time and confidence riders progress to trotting, cantering and even performing jumps. I booked a private lesson at Vauxhall City Farm after finding it on the website.

<http://www.dailymail.co.uk/health/article-1328036/Hoofing-health-How-horse-riding-improves-core-strength-targets-wobbly-thighs.html>

From stable hand to Olympic dream

8th December 2010, The Guardian

Horse riding helped Sam Martin turn his life around and he is now hoping to be part of the 2012 Olympic dressage team, thanks to a youth project at Vauxhall City Farm. Vauxhall City Farm is part of a 2012 Olympic legacy project called Hoof, run by the British Equestrian Federation (BEF) and funded by Sport England. Its aim is to attract 6,000 new horse riders by the end of 2012 and to increase accessibility to riding for disadvantaged London children by linking riding schools with communities, schools and councils. <http://www.guardian.co.uk/society/2010/dec/08/sam-martin-horse-riding-olympic-dream>

2009

Michael Whitaker continues fine run on Portofino

26th March 2009, Horse & Hound

A 10% discount on lessons at riding schools in London over the Easter holidays has been arranged by Hoof, the London 2012 Olympic legacy project. Hoof aims to make riding more affordable and accessible for the capitals residents. Discounted lessons are available for both adults and children at six riding schools in and around London from 3-12 April.

<http://www.horseandhound.co.uk/>

Michael Whitaker continues fine run on Portofino

18th September 2009, The Times

Robert Whitaker completed a clean sweep for the Whitaker family on the first day of international showjumping at Olympia when he and Lacroix 9 relegated Ben Maher, Britain's Olympic rider, on Wonderboy III, to runner-up in the Waverley TBS Christmas Speed Stakes late last night.

<http://www.thetimes.co.uk/tto/news/uk/article1927478.ece>

New riding schools to be built in London as Olympic legacy

17th December 2009, The Times

The British Equestrian Federation (BEF) announced today (17 December) that £750,000 will be ploughed into equestrianism in the capital in the run-up to the Games. Launching the three-year project at Olympia today, BEF chief executive, Andrew Finding, said: "The Olympic and Paralympic equestrian events in 2012 will take our sport right into the heart of London.

<http://www.horseandhound.co.uk/news/397/293030.html>

2008

Hot to trot, but then we tripped

17th March 2008, London Lite

Brixton wasn't the idyllic fields I had in mind. "Sure you can go 'posh' in Hyde Park – but I would suggest Brixton stables for a more colourful story," explained the woman from Hoof, an initiative supported by Mayor Ken Livingstone to encourage city riding.

<http://www.metro.co.uk/home/708943-london-lite-home-of-the-best-london-news-and-celebrity-gossip>

Barbara Cassani's heaven on earth

16th July 2008, The Daily Telegraph

Barbara Cassani CBE is the former chief executive of the airline Go Fly and was the first leader of London's bid for the 2012 Olympics. She is a supporter of Hoof (www.hoof-in-town.com), which aims to increase participation in,

and awareness of equestrian activities and horse sports in the London area as a legacy of the London Olympics. <http://www.telegraph.co.uk/travel/destinations/africaandindianocean/zambia/2402689/Barbara-Cassanis-heaven-on-earth.html>

Katie Price reveals she used to horse ride naked as a child

3rd September 2008, Horse & Hound

Katie Price, aka Jordan, used to ride horses naked around the garden with her cousin. The revelation that former glamour model Katie Price enjoyed a spot of "riding au naturale" comes today as she backs a campaign to get more Londoners riding.

<http://www.horseandhound.co.uk/news/397/266872.html>

Shunned by the polo set, but Jordan is in the saddle as champion for inner-city children

4th September 2008, The Times

It is the moving story of one glamour model's struggle to be accepted in the equestrian Establishment, leaping all the barriers that the British class system could place in her way. Now the tale of Katie Price, the model otherwise known as Jordan, is to be used to inspire inner-city children to take up riding in time for the 2012 Olympics. Today, at the Burghley horse trials, Ms Price will be unveiled as the face of Hoof, a campaign run by the British Equestrian Federation.

<http://www.timesonline.co.uk/tol/news/uk/article4670567.ece>

Why shouldn't city folk feel the horsey love too?

4th September 2008, The Times

The cities are full of people who have horsiness in them, and it is crying out for expression. But in a city, the door of horsiness is banged-to at birth. A way of finding meaning and joy is cut off by circumstance. So I support any campaign to change this: not for the sake of future medals but for the sake of the profound fulfillment that can be found in horses for those who get a toehold into the horsey world. If Hoof in Town opens doors for people, then I am cheering because it will improve the quality of life for all it touches.

<http://www.thetimes.co.uk/tto/opinion/columnists/simonbarnes/article1885233.ece>

Jordan to be face of British equestrianism

4th September 2008, The Daily Telegraph

Katie Price, the model known as Jordan, is to be used to encourage inner-city children to take up riding in time for the 2012 Olympics. Ms Price is to be unveiled as the face of Hoof, a campaign run by the British Equestrian Federation. It aims to challenge the perception that it is difficult to pursue a career in three-day eventing while living in London, as well as help encourage a generation of young city horse riders for the London Olympics.

<http://www.telegraph.co.uk/news/celebritynews/2679599/Jordan-to-be-face-of-British-equestrianism.html>

Jordan becomes face of Olympic equestrian website

4th September 2008, Brand Republic

Katie Price, aka Jordan, has triumphed over her equestrian critics to be recruited by Hoof, the British Equestrian Foundation's effort to encourage more people to take up horse-riding in London as a legacy of the 2012 Olympic Games.

<http://www.brandrepublic.com/news/844013/Jordan-becomes-face-Olympic-equestrian-website>

Dragon's Den star Deborah Meaden supports horse riding campaign

8th October 2008, Horse & Hound

Dragon's Den star Deborah Meaden has become the latest celebrity to show her support for Hoof — a London-based campaign to encourage city-dwellers to take up horse riding. Hoof was set up in December 2007 by the

British Equestrian Federation to create a legacy for the 2012 London Olympics. Hoof aims to encourage more Londoners to take up riding, get involved with horses and to make equestrianism more accessible and affordable for people who live in the capital.

<http://www.horseandhound.co.uk/news/397/269592.html>

2007

BEF unveils London 2012 Olympic Games and Paralympic Games legacy plan

17th December 2007, Sport & Recreation Alliance Website

The British Equestrian Federation (BEF) is one of the first sporting bodies to present its plans for a lasting legacy from the London 2012 Olympic Games and Paralympic Games with the launch of Hoof in London today.

<http://www.sportandrecreation.org.uk>

London can capitalise on 2012 legacy with courses for horses

18th December 2007, The Times

Launching "Hoof — Ride London" at Olympia yesterday, Tim Hadaway, a consultant to the BEF who is in charge of the project, said: "Hoof is aimed at anyone interested in horses and riding in London. There are many people enjoying equestrian activities in the capital, but we hope to encourage many more people to take it up by making it more accessible and affordable." Sport England's Active People Survey puts the number of people riding in London between 25,000 and 30,000 out of 4.3 million riders nationally.

<http://www.thetimes.co.uk/tto/sport/olympics/article2377289.ece>

London can capitalise on 2012 legacy with courses for horses

18th December 2007, Sports City

Launching "Hoof — Ride London" at Olympia yesterday, Tim Hadaway, a consultant to the BEF who is in charge of the project, said: "Hoof is aimed at anyone interested in horses and riding in London. There are many people enjoying equestrian activities in the capital, but we hope to encourage many more people to take it up by making it more accessible and affordable." Sport England's Active People Survey puts the number of people riding in London between 25,000 and 30,000 out of 4.3 million riders nationally.

<http://www.sports-city.org/>

Olympics bid chief saddles up for new challenge

18th December 2007, The Evening Standard

Barbara Cassani, the former leader of London's Olympics bid, has been hired to use the Games to boost horseriding in the capital. The American businesswoman, an accomplished rider, will work for the British Equestrian Federation to overturn decades of decline in the sport in London.

<http://www.thisislondon.co.uk/standard>

Robert Smith saves the best until last

18th December 2007, The Daily Telegraph

A British Equestrian Federation advisory group, led by Barbara Cassani, the former chair of London's bid to host the 2012 Olympic Games, used the first day of Olympia's centenary show to reveal some of their plans for providing a legacy for the Games and the Paralympics. Under the name 'Hoof', they aim to increase facilities and opportunities for equestrian sport across London. Cassani and BEF consultant Tim Hadaway set out some of their key recommendations. They said they would support and promote existing and new riding schools, aid the local riding community and disabled riding groups and establish a schools programme for children in the capital. Hadaway said that although the initial programme was only for London, "we plan to roll it out to other towns and cities across England.

<http://www.telegraph.co.uk/sport/othersports/equestrianism/2328861/Robert-Smith-saves-the-best-until-last.html>

'Hoof' initiative to boost London horse activity

18th December 2007, Horsetalk

A new initiative to encourage more people to take up riding and get involved with horses in London has been launched by the British Equestrian Federation. 'Hoof' is part of the BEF's plans for a lasting legacy from the London 2012 Olympic Games and Paralympic Games.

<http://www.horsetalk.co.nz/archives/2007/12/118.shtml>

Madonna saddles up for 2012 Games

22nd December 2007, Daily Mail

Madonna may be roped in to Barbara Cassani's plans to use the 2012 London Olympics to persuade more people that equestrianism is not just a sport for the well-heeled or, indeed, mega-rich American warblers turned country sport fanatics.

<http://www.dailymail.co.uk/sport/article-504188/On-line-Rich-Brit-eyes-40m-Saints.html>

Not included as they're not publications – just company websites/newsletters:

<http://www.taylorvinters.com/news/olympics-boost-equine-industry/3249>

<http://www.noballs.co.uk/fitness-clothing-news/Olympics-will-boost-interest-in-horse-riding/800074053.html>

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