

PRESS RELEASE

February 2022

Shire Horse Society National Show to be streamed live for the first time

Shire horse fans will be able to watch live coverage of the National Shire Show next month from the comfort of their homes after the charity teamed up with leading equestrian sports and lifestyle network, Horse & Country (H&C).

The event will be broadcast live and worldwide on H&C's streaming service, H&C+, and the action can also be watched on-demand from the following day for those who can't catch the live stream. Members can watch online or with H&C's mobile apps, as well as on Roku, Apple TV, Android TV, and Amazon Fire. Full details on how to join can be found at horseandcountry.tv

The partnership between the Shire Horse Society and H&C is an historical moment, as it marks the first time that the National Shire Show has been streamed live.

Secretary of the Shire Horse Society and Show Director Victoria Clayton said: "We are thrilled to announce that H&C will be streaming our National Shire Show live on Saturday 12th and Sunday 13th March. This gives Shire horse fans from around the world the opportunity to watch our show. It also gives members who are competing the chance to look back at their performances in the ring at a later date by using the on-demand option.

"The National Shire Show is believed to be one of the oldest, almost continuous, horse shows in the world, having been held for the first time at the Royal Agricultural Hall in Islington, London, in 1878, when the charity was named the English Cart Horse Society. More than 140 years later, we're delighted that the show will be streamed live – helping us to raise the profile of the breed in the UK and around the world.

"The National Shire Show is the world's largest gathering of Shire horses, so it's very fitting that the event is being broadcast globally."

Taking place for the first time at Newark Showground in Nottinghamshire on Saturday 12th March and Sunday 13th March, the National Shire Show 2022 features Shire horses being shown in all their glory, in hand, in harness and ridden.

It also features a range of trade and other stands, plus other entertainment, making it a fascinating day out for all the family.

Only a few decades ago, the breed was in danger of dying out. But it has experienced a resurgence in recent years, although it is still on the endangered breed list compiled by the Rare Breeds Survival Trust, with fewer than 300 pedigree Shire horse foals born in the UK every year.

The Shire Horse Society is the only charity dedicated to the protection, promotion and improvement of the Shire horse.

For H&C, Director of Content, Jonathan Rippon said: "We are delighted to be offering live coverage from The National Shire Show 2022. The Shire horse community is one of the most passionate in the equestrian world and we're proud to bring this showcase event to the widest possible audience."

H&C's membership costs £5.99 per month with no contract, and there's also an annual option at £59.99. The programming line-up on H&C+ includes live coverage from leading sporting

competitions in all equestrian disciplines, as well as training and learning shows, documentaries and entertainment.

For more information about the Shire Horse Society and the show, visit www.shire-horse.org.uk

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Notes to editors:

Additional photos are available on request. For more information or to arrange interviews with a representative of the Shire Horse Society, please contact Louise Duffield at Perfect 10 PR.

For more information about H&C contact aliciah@horseandcountry.tv.

The Shire Horse Society, whose Patron is Her Majesty The Queen, runs the Save Our Shires appeal. Although experiencing a resurgence in popularity, the breed is still at risk with fewer than 300 new foals registered in the UK each year.

Visit www.shire-horse.org.uk to find out how to support the appeal or contact the charity on 01536 771611.

The charity is based at The Old Dairy, Rockingham Castle and Park, Rockingham, Market Harborough LE16 8TH.

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