

## **HORSE LOVERS TREAT THEIR HORSES AS MUCH AS THEY TREAT THEMSELVES**

A survey by Your Horse Live has revealed just how passionate and caring riders are about their horses.

60% proudly said they would rather treat their horse than themselves, and almost two thirds of riders (62%) believe it is important to treat their horse.

Julie Brown, editor of Your Horse magazine and organiser of the event, said: “We know that horse owners and riders are generous people, but to know that almost 60% would treat their horse rather than themselves, just shows how strong the bond they share with their horse is.”

It was also highlighted that a staggering 93% of horse enthusiasts will spend up to £25 a month on titbits for their horse, in addition to what they spend on feed. Many opt to treat their horse to mineral licks, stable toys and, of course the old favourites - carrots and polos!

“What was perhaps more interesting is that 95% of riders spend up to £25 on spa and beauty treatments a month for themselves. However 76% equally spend the same, if not more, on special treatments for their horse, the favourites being reiki sessions, massages and touch therapy sessions,” adds Julie.

“Since Your Horse Live began we have found that riders are very open to new treatments and holistic options and this has been a key feature of the show for several years. Horse owners clearly feel it is important to look after themselves to ensure their horse’s mental and physical wellbeing is kept in tip top condition.”

Your Horse Live 2010 takes place at Stoneleigh Park, Warwickshire on 13 and 14 November. Visitors to the show can find everything they need for themselves and their horse and it's the ideal event to shop till you drop. A dedicated shopping area with more than 300 trade stands will give visitors the chance to try before they buy and even compare prices to make sure they get the best deal. There will be bargains galore and everything you will ever need to ride safely and comfortably.

There will also be an 'Improve your Riding' zone where visitors can learn how improvements in concentration, body awareness and core muscle strength can improve rider's seat and the horse's response to the rider's body; a revolutionary approach to the teaching and learning of riding brought to you for the first time ever by Mary Wanless.

Other main attractions at the event include celebrity demonstrations, live shows, a rare breed village and a competition area offering the chance to win some fantastic prizes.

To purchase tickets and find out more about the show, log on to the dedicated show website: [www.yourhorselive.co.uk](http://www.yourhorselive.co.uk). If you book in advance either online or by phone on 0844 581 0770 and quote YHL-CPR01, you will receive 20% off gate prices.

*Ends*

### **Notes to Editors**

	<b>Advance Ticket Prices*</b>	<b>Gate Ticket Prices</b>
Adult - 16+	£16.00	£20.00
Child - 5-15	£8.00	£9.00
Senior Citizen - 60+	£13.00	£15.00

Student	£13.00	£15.00
Family Ticket (2 adults 16+ & 2 children 5-15)	£44.00	£48.00

*\*All advanced tickets are subject to a £1 transaction fee.*

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