

NEWS RELEASE

Tuesday 15th May 2007 – for immediate release

150 local school children at major local event

Interactive event asks if horses can help tackle the youth obesity crisis

More than 150 local schoolchildren will learn how important good nutrition and exercise is for horses, at a major interactive event next week.

They'll be joining hundreds of other visitors at the **Lee Valley riding centre** in **Leyton**, London, from 10am to 4pm on **Wednesday 23rd May 2007**. The event is open to the public.

Youngsters will be taking part in exciting interactive events, teaching them about correctly caring for horses. Events include rides on a mechanical horse, a panto horse, and Buckaroo.

So far, more than 150 children are expected from various schools, including **Mulberry Primary School, St Pauls & All Hallows Junior School, and Samuel Rhodes Special School.**

They will especially learn about the importance of correct nutrition and exercise for horses – valuable skills they can use to improve their own lives.

The riding centre's manager Irena Grint said: "It's widely acknowledged there is a problem with youth obesity. When children get involved in caring for horses, they learn a huge amount about how to keep the animal well fed and fit. That education process should help the child look at their own lifestyle, and make changes to be healthier."

She added: "Caring for horses is a fun activity enjoyed by thousands of people across the UK. It's also clear it's now becoming an educational activity for children too."

The event is also being used to launch a key national 10 year Equine Health and Welfare Strategy.

The strategy is a unique document jointly put together by more than 20 organisations from the equine industry and key government departments. They are aiming to achieve a single vision for horse health and welfare in Great Britain.

Lee Valley riding centre was chosen as the launch venue because of its commitment to quality, and making horses accessible to the entire community.

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NOTES TO EDITORS

Media attendance

All media are welcome to attend the event, at Lee Valley Riding Centre, Lea Bridge Road, Leyton, London E10 7QL on Wednesday May 23rd 2007, from 10am to 4pm.

Please confirm your attendance to our press liaison Paul Green on 07936 712007, or by email press@publicityheaven.com.

Further information

Additional information will be available during and after the event.

Also see:



- raising equine welfare standards for over 30 years -

President: Dr Harry Greenway

Vice Presidents:
Dr Elisabeth Svendsen MBE
Mrs Lesley Barwise-Munro BSc,
BVM&S, CertEP, MRCVS

Chairman: Martin Taggart

EVENT PRESS CONTACT:

Paul Green
Publicity Heaven

07936 712007
press@publicityheaven.com

ABOUT NEWC:

The National Equine Welfare Council is made up of 58 equine welfare organisations including Animal Health Trust, British Horse Society, Blue Cross, Donkey Sanctuary, The Horse Trust, International League for the Protection of Horses, National Pony Society, Redwings Horse Sanctuary & RSPCA.

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NEWS RELEASE

- www.equinehealthandwelfarestrategy.co.uk
- www.leevalleypark.org.uk

About Lee Valley Riding Centre

This urban riding centre in the heart of east London is the first equestrian centre in the UK to have been awarded the prestigious QUEST award for quality. It is also a 'green' riding centre, with solar panels, recycled bedding and a waste compactor to name a few environmentally friendly initiatives.

In addition to Riding for the Disabled sessions, Lee Valley Pony Club enables youngsters to 'own' a pony for a day and compete at shows. The Riding Centre's 17 horses and 15 ponies have been carefully selected to be safe and sensible and its show jumps, cross country courses and indoor and outdoor floodlit arenas cater for any standard of rider.



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