



**VM2015**  
WORLD CHAMPIONSHIPS FOR ICELANDIC HORSES

**Press text from VM2015**

**January 2015**

## **Riders from 12 countries on horseback towards VM2015**

“From here to Herning, Denmark” is the name of a virtual gimmick ahead of the 2015 World Championships of the Icelandic Horse, which will be held 3rd-9th August in Herning, Denmark.

111 Icelandic horse riders, literally from all over the world, already have registered as participants of the virtual “Long Ride” pretending to ride all the way to Herning to take part in the biggest international festival of the Icelandic Horse, VM2015.

There are room for many more riders, even all riders in the world. The more the better.

All riders, whoever they are, will be able to join “The Long Ride” which starts from their own private home (wherever they live) and ends up in Herning, Denmark just before the opening ceremony the 5th of August 2015.

The theory is simple. The riders measure the distance from their home to Herning, Denmark in ‘beeline’ kilometers. Secondly, they register by name or Team name at the website [www.here-to-herning.weebly.com](http://www.here-to-herning.weebly.com) along with the distance in kilometers to Herning.

Now they just follow their normal riding routines, but note down and add up all kilometers sitting in the saddle. The aim is to cover the entire amount of kilometers towards Herning before August 2015.

Every month the total distance ridden is filed, and once a month the personal total distance is displayed on the common, international scoreboard where you also find the scores of all the other riders and teams. You will be astonished to discover how far they all get.

Depending on where the riders live, the distance to Herning may be quite daunting. Last year one of the teams from the USA had to clock up a cool 7000 km to get to Landsmót, Iceland. This year there are teams from New Zealand who have started an 18.196 kilometers riding adventure towards Herning.

All riders can become part of a team of 2-10 riders who will add their total ridden kilometers to reach the target. The size of a team is somewhat determined by the total distance you have to achieve, and additional riders can join in at any time.

Remember, horses are social creatures and love good company. For riders teamwork is half the work, and shared fun is double the fun!

Once the riders have “reached” Herning they are allowed to give away surplus of kilometers to another rider or a team in hope getting everyone safely to Denmark in time for the World Championships.

Highlights and stories from the riders along the way will be exposed on Facebook, and for those lucky enough to physically be in Herning in August 2015, there are opportunities to meet other co-riders from “The Long Ride” face to face.

This is the third time such a virtual "long ride" takes place.

The first time the virtual ride went off towards VM for Icelandic Horses in Berlin 2013 and last year riders joined a virtual trip to Landsmót, in Hella, Iceland.

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Best wishes

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