



Press release, the World Championship 2015, February

The amazing year of VM2015 has been kicked off on ice.

The winter holiday is long gone for the competition horses and their riders, as the final spurt for the World Championship 2015 for Icelandic horses has set in.

The double World Champion in Tølt, T1 in 2013 and 2011, Hnokki frá Fellskoti ridden by Jóhann R. Skulason (IS) kicked off the season in the ice arena of Frederikshavn, Denmark, the last day of January 2015.

Their participation in the competition secured them first place in Icetølt Special in Frederikshavn, Denmark, which had attracted riders and horses and audience from Iceland, Norway, Sweden, the Faroe Islands and Denmark.

As usual, it was an incredible and unmistakably amazing sight to experience the horses' steady thrusts as they moved across the ice in tølt, trot and flying amble.

Icetølt's 4.1 Special was won by Nils-Christian Larsen (N) on Gandur fra Agreneset and 5.1 Special was won by Siggi Óskarsson (IS) on Minning fra Tølstestar.

It would be wrong to make assumptions based on Icetølt, where the conditions for the riders and horses are unique, but for the day competitors seemed to be in fine shape.

During the next 6 months all competitive riders will focus on the selection for, and later, the participation in, the World Championship 2015, taking place in Herning between the 3rd and the 9th of August.

The individual riders listed on the international rankings has for a long time been planning their training carefully, in order to peak when they conquer the grounds for the VM2015 in Herning.

Until then, we must all wait in anticipation to see if Hnokki and Jóhan R. Skulason will be able to score a hat-trick.

The organisation behind the VM2015 has also sharpened the focus.

The World Championship PR-team was present at Icetølt and was eager to hand out the Danish VM2015 Magazine, selling World Championship t-shirts and talking to potential guests, exhibitors as well as volunteers.

They even offered tickets for the World Championship as part of a cheerful game with the Icetølt audience.

In the months to come the World Championship PR-team will continue their promotion-tour at Worldtølt in Odense, Denmark, and participate in Horse and Rider-fairs in both Denmark and Germany.

Behind the scenes the World Championship organization is also working with full force.

The number of volunteers signed up for VM2015 has reached 300 and the team leaders are working their way through the applications, names and qualifications in order to make the best teams, who are going to join forces and hopefully make the World Championship a world class experience.

The number of people working with sponsors and exhibitors to be have been increased, and hopefully it will pay off and increase the experience for both audience and riders at the VM2015.

Finally, some good news entertainment wise.

The Icelandic choir, Brokk-kórin, which consists of some 30 Icelandic riders with a fondness of singing, will entertain everywhere during the VM2015. When we need it the most, and when we least expect it.

Many will be familiar with the choir's enjoyable repertoire from the World Championship 2013 in Berlin and Landsmót 2014 in Iceland, just take a look: <http://youtu.be/uRBGoi-IHZ8>