

# CELEBRATING THE ICELANDIC HORSE

## International Day of the Icelandic horse, May 1

The Icelandic Equestrian Association, in cooperation with the marketing initiative *Horses of Iceland* collaborate on a weekend of celebration for the Icelandic horse. This weekend is about two events:

### **APRIL 30 – Horse parade from Hallgrímskirkja to Austurvöllur, Reykjavík, Iceland**

The annual horse parade through the city center is always a sight to see! The parade will commence at 1 pm at Hallgrímskirkja with festivities and a speech from the Mayor of Reykjavík, and continue down Skólavörðustíg – Bankastræti – Austurstræti – Pósthússtræti – Vonarstræti. The ride will end in Austurvöllur (the parliament square), giving onlookers a chance to meet horses and riders!

### **MAY 1 – Day of the Icelandic horse**

Owners of Icelandic horses all over the world are encouraged to organise an Open House day at their stables, and individuals are to invite their family and friends along to meet their horse. People are encouraged to share their moments with fans all over the world by posting photos/videos on their preferred social media with the hashtag [#horsesoficeland](#). The best picture/video, where owners and horses are in a nature setting, will win a full week admission pass to the Icelandic horse festival Landsmót 2016 in Iceland!

Connect [here](#) with our event on Facebook!

### **Strategic Marketing and Promotion**

Stakeholders in the Icelandic horse community have joined hands to develop a strategic marketing plan to tell the story of the Icelandic horse in international markets under the moniker Horses of Iceland. The objective is to make more people aware of the good qualities of the Icelandic horse, all over the world. The focus will not only be on the horse itself, but also on horse-related services and products, with the aim to enlarge the Icelandic horse community.

This project is co-funded by the industry and Icelandic Government. The Government will contribute up to ISK 25 million per year for four years if that amount is collected from stakeholders. Many companies have already made their commitment to the project.

The project is still open for participation and everyone is encouraged to partake!

*For further information about the project, visit the website [www.horsesoficeland](http://www.horsesoficeland), or contact Jelena Ohm ([jelena@islandsstofa.is](mailto:jelena@islandsstofa.is)), Project Manager or Guðný Káradóttir ([gudny@islandsstofa.is](mailto:gudny@islandsstofa.is)), Director at Promote Iceland + 354 511 4000.*