

## FIERACAVALLI - HORSE DIGITAL DAYS

*Four digital days with live streaming talks, interviews and on-demand content for the online community of 200,00 enthusiasts*

**Verona, 9 November 2020** - After the cancellation of the 122<sup>nd</sup> edition of the physically attended event in the wake of tighter restrictions to combat the growing health emergency, the appointment with the equestrian world was completely transformed: four digital days - 5-8 November - animated Fieracavalli's website and official social media channels, attracting more than 55,000 hits on the site and the official community channels. An intense programme of high quality content gave life to a full-scale **Equestrian Hub**: live talks, interviews and content *on demand* for the Fieracavalli community. Fifteen *live streaming* appointments analysing topics that have always been at the heart of the event.

Things got going on **Thursday** with a talk focusing on **horse welfare** with the personal testimonies of ethological trainers, before continuing with **social topics**, an area very close to the heart of Fieracavalli.

On **Friday**, **Dr. Zoccante**, a child neuro-psychiatrist who also manages *Riding the Blue*, presented the scientific data emerging from the project highlighting the benefits of Assisted Intervention with horses in the treatment of Autism Spectrum Disorder in children.

"The study highlights," said Dr. Zoccante, "the importance of building treatment approaches with the aim of developing motor synchronisation and socialisation skills: initially, children with horses and then with the environment surrounding them."

**On Saturday**, the talk show discussing horses as social redemption welcomed **Dr. Bregoli**, Director of Montorio Prison, where the project, supported by Fieracavalli, to reintegrate prisoners into society continues with great success. "Bringing horses into prison means bringing humanity. Prisoners who relate with these animal have an opportunity to accept responsibilities. And, most importantly, teaching prisoners a skill makes finding employment once released easier."

The concept of **slow tourism** was also analysed through an open debate with institutions, trek managers and national park directors. **Alessandro Silvestri**, President of Fitetrec-Ante, emphasised the importance of a network to promote slow and responsible equestrian tourism, while **Paolo Piacentini**, President of Federtrek and trails adviser for the Minister of Cultural Heritage and Tourism, said: "We are experiencing an important historical moment because people feel the need, now more than ever before, to get back in touch with nature. The enormous success that treks and trails have achieved over the last year or, in terms of both usage and from a media point of view, is an effective example. This is why Minister Franceschini, from the onset of his mandate, has sought and continues to invest in slow tourism and its huge potential that as yet is still to be discovered and exploited. Compared to walking tracks, bridleways obviously have special logistics needs on which we would like to focus in coming years."

Staying with the topic of equestrian tourism, on **Sunday** we talked about the **Via delle Prealpi - the Pre-Alp Way**. **Federico Caner**, Councillor of the Veneto Region for EU Tourism, Agriculture and International Trade Funds, highlighted the importance of the allied business that this sector can help generate: "Although the numbers are not high, equestrian tourism is a niche well worth investing in because our main interest does not lie in large numbers but in providing a range of experiences to offer tourists and people in general."

A regular guest at many of the scheduled meetings, the President of the FISE, **Marco di Paola**, also emphasised how Fieracavalli is able to catalyse all the worlds that revolve around equestrian sports: "Our federation is dedicated to equestrian sports. Fieracavalli's contribution over the last few days has been even more vital to the world of horses, a sector that which embraces extraordinary excellence summarised in new fields such horses and therapy or horses and tourism."

There was also a focus on art, thanks to architect **Federica Crestani**, with an event that gave voice to the artists taking part in the **Art&Cavallo** contemporary art exhibition that presented works highlighting the figure of horses as authentic "masterpiece of nature".

The first film festival with an equestrian theme was also presented: **The Last Cowboys**. Interviews in connection with the United States and Canada exclusively for Fieracavalli, as well as video input involving several international films and TV series, such as Walk. Ride. Rodeo, Heartland and the documentary film Unbranded - From border to border.

Another personal testimony in exclusive for Fieracavalli involved **Gessica Notaro**, who told her story and how her relationship with horses helped her overcome immense difficulties.

Lastly, the hugely successful appointment on Sunday evening looked back over the nineteen years of **Jumping Verona**, which would have celebrated its twentieth edition this year. An important milestone for the flagship event at Fieracavalli, which confirms its every year as the most eagerly awaited indoor event on the national and international calendar by always attracting the finest riders and horses on the world Show Jumping scene.

Horse Digital Days will also continue in coming months. The calendar and appointments are available on [www.fieracavalli.it](http://www.fieracavalli.it)