



Helping to promote equestrian, farming and rural industries

Country Marketing manages PR campaign and website for new luxury livery yard

A brand new luxury equestrian centre is being built on the Farley Estate near Reading. Country Marketing is managing a full PR campaign to raise awareness and generate demand from horse owners for the 18 stable complex, including press editorial and advertising, a new website, videos, branding, print materials and more.

Following demolition of Rowes Farm on the estate, the new 50 acres livery facility is now being built, due to open in summer 2009. The new complex will include 18 stables, a tack, wash, feed and rug room, an outdoor arena, paddocks and grazing land, changing and shower facilities for clients and supply of Farley Farms' organic feeds.

Country Marketing is building a dedicated website that captures all the latest development news along with up-to-date photographs and videos so that interested parties can fully appreciate the quality and scope of the new facility as it takes shape. Prospective livery clients will be able to register their interest online and be kept informed through supporting materials and exclusive invitations to the livery site. Local and regional press and equine titles will also be involved in publicising the development.

TV presenter Adam Henson (BBC Countryfile, Horse & Country TV and the Country Channel and BBC Radio Four's On Your Farm) has visited and we hope to involve him further.

The new Farley Livery website is located at <http://www.farleyequestrian.co.uk>.

More information - Country Marketing: www.countrymarketing.co.uk, telephone 0845 463 0483

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