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Peter Atkins and HJ Hampton Earn 24th at FEI Alltech World Equestrian Games

Social Media Keeps More Than 75,000 Fans in the Loop

READING, Vermont – October 14, 2010 – Riding as an individual for Australia, Peter Atkins and his equine partner, HJ Hampton, “Henny” finished ranked 24th with a final score of 64.6 points at the FEI Alltech World Equestrian Games. And although the Games are over, more than 7,000 people are still riding the exhilarating cross country course aboard “Henny” courtesy of the helmet cam worn by Peter during the event and posted recently on the pair’s YouTube channel and Facebook fan page. And it’s all part of the incredible journey of a horse and rider who met only three years ago, but in the time since, developed an extraordinary bond - and a tremendous fan base.

The pair received a 61.8 in the dressage phase, finished the cross country phase with 2.8 penalty points, and won the stadium jumping phase with no jumping faults and the fastest time out of the 55 entries. These combined to give him a final score of 64.6, and a finish of 24th overall. The pair now rank among the best in the world, and have set their sights on the 2012 Olympics in London.

Through the pair’s Facebook page, more than 3,000 fans followed Peter and Henny during their journey to WEG. Fans followed his trip down to the games, his sports therapy sessions and his late night snacks, and of course, his amazing rounds. He is being called the “people’s horse” and is making international Eventing accessible to the common man.

“I was excited and honored just to be named as the reserve for the Australian Team,” said Atkins. “We were driving down when I got the call to let me know I was actually going to get a run. My excitement went through the roof as did my apprehension level. Henry is quite a young horse for this level and has only been Eventing for three years. I knew his dressage wasn’t yet where it needed to be for a world class test but I was confident he would finish very close to his dressage score. Henry stepped up to the plate and galloped around the world class XC course amazingly well. On Sunday, he trotted up sound and finished the event with a beautiful stadium jumping round. He is a very cool horse and I am very proud to ride him.”

About Peter Atkins and HJ Hampton “Henry”

Originally from Tasmania, Peter Atkins is a second generation international Eventing competitor who his time between Reading, VT and Ocala, FL.

HJ Hampton, “Henry”, is a 16h., 9 year old Selle Francais from Argentina. Together he and Peter were 23rd at Rolex and 8th at Richland in 2010. In Henry’s spare time he competes with Peter’s 3 year old son, Owen, in lead line classes. Learn more about the pair, see photos and watch helmet cam videos of training and competition runs at www.runhenryrun.com.

Peter is available for training, lessons and clinics, and specializes in teaching horses to enjoy their job. Contact Peter 352-497-8781 or email him at peter@runhenryrun.com.