

World of Nature - Farm Life

## Big Horse Show for the playroom

**Schleich turns up the tournament atmosphere with the Big Horse Show set.**

Schwäbisch Gmünd, 27.01.2015. The dream of so many equestrian fans to stand on top of the podium at a major show jumping competition may finally come true in 2015 with the arrival of figurine manufacturer Schleich's Big Horse Show. This new play environment from the Farm Life theme world brings to life the exciting atmosphere of a major show jumping event. The extensive range of accessories enables users to create challenging courses, contest exciting tournaments and celebrate great victories. In placing its focus on equestrianism, Schleich highlights one of the most popular themes of playrooms the world over. These realistic figures and accessories bring the show jumping arena to life.

Every day the Big Horse Show sees a new champion crowned. The jumps are easy to set up and reposition as required, while the interlocking fence system offers a range of individual design options and play functions. The rider who jumps a clear round will celebrate victory at the top of the winner's podium. The set includes a horse and tournament rider, as well as a range of fantastic accessories including the winner's gold trophy, rosettes and a laurel crown. The whole ambience can even be given a personal touch by using some of the many stickers. The set is very easy to construct and requires no additional equipment. So equestrian enthusiasts everywhere can gear up for countless new and exciting riding competitions.

**New accessories with integrated sound bring the Schleich world of horses to life**

Available with immediate effect, this new accessories use naturalistic sound to make the Schleich world of horses even more lifelike. The technology required for this is integrated in the accessory components and very easy to operate. When the nose of an inquisitive horse nudges a tasty feeding box, for example, you automatically hear the sound of chomping. And that's only one of the sounds typically associated with the Horse stable and the Big Horse Show. This new feature makes playing with Farm Life figurines even more exciting and gives free rein to children's imaginations.

For our complete range, please go to: [www.schleich-s.com](http://www.schleich-s.com)

## **About Schleich**

Founded 80 years ago in Schwäbisch Gmünd by Friedrich Schleich, the company is one of Germany's biggest toy manufacturers and a leading international provider of original play concepts. The famous toy figurines produced by Schleich are sold in more than 50 countries and have conquered children's playrooms around the world. As a global player with Swabian roots, the company is today majority-owned by the European investment group Ardian. Further shareholders are CEO Dr Thomas van Kaldenkerken and CFO Erich Schefold. The design of the Schleich play worlds as well as quality and safety tests are carried out in Germany, while manufacturing itself takes place both at the company headquarters in Schwäbisch Gmünd and at further production facilities abroad.

## **Contact for media enquiries**

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