



ETALON



The horsy fire show from Hungary

ETALON - Horses, Falcons & Fire is premier and premium live equestrian performance and a tribute to the relationship between humans and horses expressing an unlimited dream of freedom, unconditional cooperation, seamless harmony and bond of love with fire, stormy gallop and traditional weaponry in a way you have never seen before.

In a **premier show** we present the best equestrian artists of the whole world forming a two-hour unique, monumental, grandiose, open air theatrical experience with full of excitement based on ancient Hungarian equestrian traditions. This is the largest equestrian show today in the world.

ETALON gives you only artists who are **recognised** all over the world.

This show features 100 animals (60-80 horses, falcons, donkeys, fire bull) and 100-200 equestrian artists **highly decorated** by international awards like Guinness Records holders, Fring Awards, Jászai Mari Awards, Order of Merit (these are one of the highest recognitions in Europe). The uniqueness of the performance is defined by breath taking period dresses as well as state of art light and sound technology.

You can see **horsy** and **fire** stunts in two hours that the world could not dare coming even close to us.

<http://etalonhorses.com/>

Apart from the richness of show elements and respect to equine history, at ETALON we engaged ourselves to a **cultural mission**. We are bond to build cultural bridges amongst nations by our mutual love and dedication to horses with noble soul and mind.

The **wranglers** who are from the Hungarian Great Plain and are the only and the ones who handle fire bull hide whip, horse riding in bareback as well as Guinness Record holder for 17 horses in a hand.

There are only a few **horseback falconry** artists remained to the world today. Most of them are right now in Hungary. They address a presentation like used to given to the Kings.

The **horseback archery** is a typical Hungarian martial art inherited from generations to generation only in Scythian tribes. They are capable to hit flying objects and set fire any targets with bow and arrow in full gallop.

The **stunt riding** is redefined by the management of the show. Our stunt riders are jumping fences with sizzling fire. The most exciting part of the show when one of the stunt riders sets himself and his horse on fire and riding into the audience.

The **innovation** never stops for us. We are the first, the only and the one production so far in the world who voluntarily undertakes strict animal well fare rules and publish its **Equestrian Code of Ethics** in our website. We consider our animals as member of ETALON family and

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not just a tool to make some money. Each and every member of the production is responsible to follow and make others to follow our principles in terms of animal protection. Our research and development activities are covering the following areas:

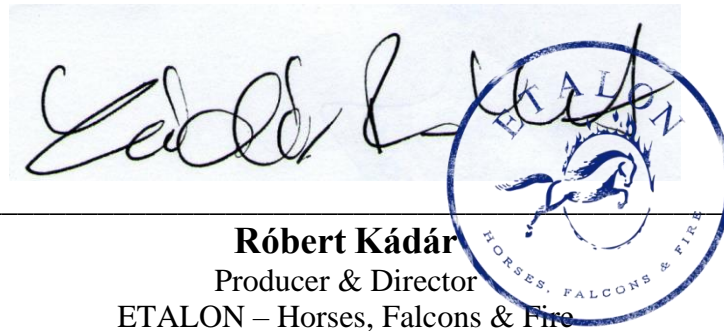
ETALON Artistic and Creative Team collecting wildlife, equine and fine artists who's work are considered top of the world. This team also working on new stunts and show elements those are safer and better than we use today. The first result of this effort is the ESP (ETALON Spectator's Palace) that makes our stuntmen to able riding among the visitors even with lots of fire safely. This stunt only exhibited by us today.

ETALON Scientific Workshop are responsible to continuously increase the well-being of our animals. On this endeavour we have already

- participated workshops in terms of equestrian welfare,
- prepared and published our Equestrian Code of Ethics,
- supporting doctorate research considering the measurement of stress factors for horses,
- established a legal entity (Dr Cheval Ltd.) to conduct professional research in field of equine ethology with special interest of stress factors of horses,
- published a scientific article in a professional magazine with impact factor.

ETALON Cultural Society targeting to exhibit all equine heritage and historical fact that help us to be a better human day by day.

... and since they are best what they do so we can surely call it the greatest fire horse show of the whole world!



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