



NEWS & MESSAGES

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PRESS NEWS N.2 (For immediate release 22nd April 2003)

OPEN EUROPEAN ENDURANCE CHAMPIONSHIPS CONFIRMED FOR IRELAND

INTERNATIONAL SPORT HORSE SHOW TO BECOME THE BIGGEST INTERNATIONAL EQUESTRIAN EVENT IN EUROPE THIS YEAR

Following the conclusion of successful discussions with both sponsors and the Federation Equestre Internationale, the International Sport Horse Show has now confirmed that they will indeed be organising this year's **Open European Endurance Championships** which will be held at **Punchestown (Ireland)** in conjunction with the Sport Ireland IFG European Eventing Championships. This will be the first time that two such F.E.I. Championships have ever been held concurrently at the same venue and it will create a new landmark in the evolution of the rapidly developing sport of Endurance – the fastest growing equestrian sport in the world at the moment.

The Championships will take place on **Sunday 21st September 2003** and, subject to agreement from the F.E.I. Endurance Committee, it will be run as a one day event run over a **160 kilometres course** in the picturesque **Wicklow Hills**.

Commenting on the announcement, **International Sport Horse Show Chief Executive Tim Philips** said "Discussions on the finer details of the event are still taking place and we would expect to be able to announce both the name of the sponsors and the name of the event in the near future. Meanwhile, the financing has been agreed and thanks to the very considerable generosity of our sponsors we are able to confirm that not only are we organising the European Championships but also we have been able to expand last year's 100 kilometre course to include a second vet gate and thereby we are able to run this year's Championships in the more traditional one day by 160 kilometre format. With these Championships now not only acting as a qualifier for the 2004 World Endurance Championships but also being open to those outside Europe, we expect to see endurance riders from all over the world competing in what will be perhaps the top endurance meeting this year."

ENDURANCE INTERCONTINENTAL

Over 100 competitors from up to 25 countries are expected to take part in what promises to be an historic event in which the course will be routed through the beautiful valleys and hills of Kildare and Wicklow. In a novel and innovative site design, the **main Vet Gate** at Punchestown will be located beside the Main Arena where, on the Sunday whilst the Endurance Championships are in progress, the top eventers will be fighting for the final places in the show jumping phase of the European Eventing Championships. With Endurance going "centre stage" with Eventing, the organisers of the International Sport Horse Show are actively seeking to focus public attention on these **two "endurance style" equestrian sports**.

With the **Paddy Power International Hunt Chase Relay and Grand Prix show jumping** to compliment the two European Championships plus a huge tented **shopping village**, there now seems little doubt but that the International Sport Horse Show will be the biggest international equestrian event in Europe this year. Tickets for the weekend are already in hot demand. "Gross sales through our web site already exceed €30,000 -says Tim Philips- and that is some five months before the event takes place. I would strongly recommend that people book their tickets and their accommodation now lest they leave it too late and are then disappointed. There are only a limited number of tickets for the exclusive Competitors & Members enclosure and late comers may find that they cannot gain access to this exciting area".

Booking both tickets and accommodation can all be done so easily on the International Sport Horse Show's web site at www.sporthorseshow.com and further information about all aspects of the weekend can be obtained from the web site.

NOTE FOR THE PRESS:

- *Press accreditation and hotel reservation for accredited media will start this week and close on **15th May**.*
Accreditation and hotel reservation forms will be e-mailed to media. If you wish to be added to the media mailing list, or make sure that your name/publication is in it, please send your request to press@sporthorseshow.com .
- *An official press conference to present the **SPORT IRELAND IFG EUROPEAN EVENTING CHAMPIONSHIPS** will take place during the **Mitsubishi Motors Badminton Horse Trials**, on Sunday, May 4th.*

FOR ANY FURTHER INFORMATION YOU MAY REQUIRE PLEASE CONTACT:

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ENDURANCE INTERCONTINENTAL

ENTRIES FOR THE OPEN EUROPEAN ENDURANCE CHAMPIONSHIPS

We attach a copy of a press release which we have recently issued confirming that we will indeed be organising the 2003 open European Endurance Championships at Punchestown during the course of this year's sport horse show which takes place from 18-21st September 2003.

As noted in the press release, we have our sponsors have been most generous in that they have increased their financial commitment sufficiently to permit us to expand last year's 100 kilometre course up to 160 kilometres complete with a second vet gate and as a result we have applied to the FEI for permission to amend the format to be a one day ride over 160 kilometres. Subject to the approval of the FEI, the actual Championships will take place on Sunday 21st September 2003.

This will be first time that there two major FEI Championships have been held concurrently at the same venue because over the week-end we will also be staging the Sport Ireland IFG European Eventing Championships. Thus this year's International Sport Horse Show will be the biggest international equestrian event in Europe this year and the purpose of this initial contact is to advise you what is happening and to invite you to participate.

One of our objectives as far as endurance is concerned is to "show case" the sport beside eventing and in fact the main vet gate will be located right beside the main arena in which the finals of the European Eventing Championships will be taking place at the same time as the Endurance Championships.

Plans for this most important week-end are progressing extremely well and we already have ticket sales off our website site at www.sporhorseshow.com from spectators around the world exceeding €30,000. In addition to the two European Championships we will also be staging the Paddy Power International Hunt Chase relay and there will be grand prix show jumping in the main arena on Saturday. A tented village with more than 100 shops plus lots of other attractions will ensure that we have a massive crowd.

The key issues we would wish to draw to your attention at this stage are as follows -

SCHEDULE & ENTRY FORMS - This is in the course of preparation and we will e-mail a copy to all federations who indicate their interest in response to this note and in addition it will be posted on the website. Expected time scale, 6-8 weeks from now.

ACCOMMODATION - there will of course be a secure lorry park and camping site for competitors. However, most may well wish to find accommodation locally and we strongly recommend that you therefore contact our accommodation experts without delay to make initial provisional bookings. Marina Finn can be contacted through the accommodation section on our website - just tell her what you need and she will locate something appropriate. We have accommodation from five star right down to bed and breakfast and everything in between. Punchestown is in a rural area and accommodation in the locality is limited. Given the enormous overseas interest in the event we strongly recommend you take action now.

STABLING OF HORSES - The stabling at Punchestown will probably be open from Monday 15th September. If competitors need to stable horses prior to that date we will be able to direct you to an alternative venue about five miles away - please contact us.

SPECTATORS - We are truly anxious to attract spectators and supports from each country and would ask you to draw the attention of those interested in the sport in your country to our website where it is possible to buy tickets at this early stage.

We strongly recommend that you encourage early purchase.

If there is anything further we can do to smooth the arrangements for your competitors please do not hesitate to contact us. Meanwhile we would be very grateful if you could let us know whether in principle you would be intending to send competitors and if so their likely numbers so that we can ensure our planning is of an adequate nature.

With very kind regards,
Timothy D. Philips
Chief Executive

The International Sport Horse Show Limited

Suzanne Dollinger, 02/05/03

ENDURANCE INTERCONTINENTAL

Ballinacoola, Glenealy, Wicklow, Ireland

The International Sport Horse Show presents a "Double European Bill" with

The Sport Ireland IFG European Eventing Championships

and

The FEI Emirates Airlines Open European Endurance Championships

18th - 21st September 2003

SEE OUR WEB SITE AT www.sporthorseshow.com

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