

Thursday 3rd March 2011
FOR RELEASE ON ABOVE DATE

EXPRESS EVENTING ANNOUNCES NATIONAL SERIES

Express Eventing, the compact thrill a minute version of eventing is to be rolled out nationally. The Express Eventing Series 2011 will see dressage, cross country and showjumping being completed in one arena and is to be integrated within five prestigious and established annual shows throughout the country.

There will be four qualifying events this summer; Bolesworth Showjumping Classic and Country Fair, The Lincolnshire Show, The Festival of British Eventing at Gatcombe Park and one other major national event.

The world's most famous horse show, Horse of the Year Show, will be home to the Express Eventing Final 2011 at Birmingham's LG arena in the autumn. In order to accommodate the Championship Horse of the Year Show will be running a 6th day with a revised timetable. The prize fund for the series will be £100,000.

Stephen Renouard who was appointed as Equestrian Director for the 2010 event explains "The concept has been developed over a number of years, and the new team has acted upon the comments it received. We re-shaped the 2010 event into an exciting but safe format which appealed to the participating athletes and spectators and on the back of this we have developed a long term strategy for the competition which will initially see the competition rolled out across the UK, with a view to making it more accessible to wider pool of athletes and audiences."

The Series will no longer be invitational, and will instead be open to any qualifying combination. There will be the sixteen places in each qualifier; eight places will be reserved for young riders and eight for senior riders with the top placed from each group going forward to the final. Olympian Alex Hua Tian who competed in 2008 and 2010 welcomed the change "The distinction between invitational and qualification is an important one, maturing Express Eventing from a display to a sport in its own right. The format change last year worked well and I feel that 2011 is when it all begins."

Eventing celebrity and 2008 winner Oliver Townend has already announced his intention to compete. "Being part of the commentary team for the 2010 Express Eventing certainly made me appreciate

how exciting it is to watch however I am really looking forward to having the chance to compete. It is developing into a spectator and TV friendly version of our great sport.'

The development and fine-tuning of the sport in conjunction with leading riders and experts has been welcomed. Team GB Gold Medalist Mary King said "Express Eventing is a very exciting concept. I am delighted the feedback from riders has been listened to and acted upon and hope it succeeds in bringing a new audience to the sport."

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MEDIA CONTACTS

For further information, or to arrange interviews with Riders and Officials please contact the Express Eventing Series 2011 Spokesperson Paul White at paul.white@expresseventing.co.uk or phone +44 (0)7866 684531.

EDITORS NOTES

Web addresses

www.expresseventing.co.uk (to go live on Thursday 3rd March). Rider applications can be made online from this date.

Venues

Saturday 11th June, Bolesworth Classic. www.bolesworthclassic.co.uk

Wednesday 22nd June. Lincolnshire Show.

http://www.lincolnshireshowground.co.uk/lincolnshire_show

Saturday 6th and Sunday 7th August, The Festival of British Eventing, Gatcombe Park

http://www.gatcombe-horse.co.uk/welcome_to_gatcombe_park.php

FINAL- Tuesday 4th October. Horse of the Year Show. www.hoys.co.uk

Qualification for competitors

Athletes must have completed the cross-country phase of two BE Intermediate and/or FEI2* events with a clear round and additionally with no more than 8 faults in the show jumping phase at the same events.

HOYS tickets

Spectators who have purchased a ticket to see a particular attraction at HOYS on the Wednesday to Sunday and that attraction is now on the Tuesday can swap their ticket at no extra cost. Tickets will be available for the extra day (Tuesday 4th October 2011) at www.hoys.co.uk from Thursday 3rd March 2011.