

BBC coverage of Alltech FEI European Jumping & Dressage Championships 2009 announced

Following the announcement that Alltech is to be the title sponsor of the Alltech FEI European Jumping & Dressage Championships (25th - 30th August 09), organisers The HPower Group are now pleased to confirm that the BBC will be providing coverage of the Championships.

The BBC will provide coverage of the Individual finals of the Dressage and Jumping phases of the Championships and the team Jumping competition. The BBC's support comes at a significant time for equestrianism and UK sport in general, in the all-important build-up to the London 2012 Olympic Games.

Alltech FEI Jumping & Dressage Show Director, Simon Brooks-Ward said: "The Championships are rapidly building momentum and we are delighted they are receiving such formidable backing from international sponsors such as Alltech and now the support of our national broadcaster the BBC. The plan to stage both the FEI Dressage and Jumping Championships at the same time in Windsor is being very well received and we are encouraged by the number of people who have already booked their seats for the Championships"

32 Nations have been invited to take part at the Championships, which will see around 150 riders competing. UK Sport has provided substantial financial support and the event has the full support of the British Equestrian Federation (BEF) and its member bodies (BSJA and BD).

UK Sport's Acting Senior Events Consultant, Simon Morton, said: "We are delighted to continue our support of world class equestrian events with our investment in the 2009 Alltech FEI European Jumping and Dressage Championships. In the past ten years, our Lottery funded World Class Events Programme has supported three successful European Championships on home soil, in the three Olympic disciplines of Dressage, Jumping and Eventing, as well as the FEI World Para Dressage Championships."

"We are pleased that the BBC is supporting this event, which we are sure will be a tremendous success, and once again showcases Britain as a top destination for International equestrian competition."

Michael Cole, Deputy Editor BBC Sport, said: "The Alltech FEI Jumping & Dressage Championships represent a huge opportunity for us to highlight equestrian sport at its very best. In the run up to London 2012 we know the Championships will have a big appeal and the BBC is pleased to be able to offer equestrian fans the chance to watch the top riders in Europe compete in a major Championships, held in the UK."

Meanwhile, top competitors are already beginning to prepare for the event, held in the private grounds of Windsor Castle, UK. Visit <http://www.windsoreuropeans09.com/video-audio.html> to see videos on the thoughts of some of these European hopefuls, and how they are preparing for the challenge.

Ticket Information:

Tickets for the Alltech FEI European Jumping and Dressage Championships 2009 are priced between £7 and £49 (£7, £10, £16, £22, £25, £28, £35, £45, £49). The box office telephone numbers are 0871 230 1087 (UK) and + 44 115 993 4409 (International). For online ticket bookings and further information of the confirmed programme of events please visit www.windsoreuropeans09.com

-ENDS-

Notes to Editors:

For further information and images please contact Kelly Smith on +44 (0)1753 847915 or email kellys@hpower.co.uk.

About the Organisers:

The HPower Group produce, manage and promote large scale public events worldwide specialising in equestrian competitions, ceremonial events and public entertainment.

The HPower Group is the organiser of the Royal Windsor Horse Show, Olympia, The London International Horse Show and the FEI European Jumping and Dressage Championships 2009. The HPower Group has previously produced and directed All The Queen's Horses, Army 2002, and the World War 2 60th Anniversary Celebrations. Simon Brooks-Ward, managing director, was also Event Director for the Territorial Army's 100th Anniversary National Pageant on Horse Guards.

About UK Sport

The (name of event) has been part funded by UK Sport's National Lottery-funded World Class Events Programme, which aims to secure events of strategic importance that deliver a range of lasting benefits. These include economic, social and cultural benefits as well as improving sporting performance by home athletes, encouraging participation and leaving a legacy of facilities and development initiatives. Over 120 sporting events have been staged in the UK through the programme since 1997. More at www.uksport.gov.uk

About Alltech

Alltech is a global animal health and nutrition company with over 28 years' experience of developing natural products that are scientifically proven to enhance animal health and performance. Headquartered in Kentucky, USA, Alltech trades in 113 countries and has over 1900 employees worldwide.

Alltech is the proud sponsor of the Alltech FEI World Equestrian Games 2010™ to be held in Kentucky, USA from the 25th September to the 10th October 2010 and the Alltech FEI European Jumping and Dressage Championships to be held in Windsor, United Kingdom from the 25th to the 30th August 2009.

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