



Follow the preparations of Ben Maher and Laura Bechtolsheimer on the build up to the Alltech FEI European Jumping & Dressage Championships 2009

Want to know how the top riders prepare for the most important equestrian event in the calendar? Organisers of the Alltech FEI European Jumping & Dressage Championships have signed up Ben Maher and Laura Bechtolsheimer to become rider ambassadors. In their roles, Ben and Laura will be telling us all how their individual preparations are going and what their hopes are for the Championships.

Ben and Laura will have a dedicated section on www.alltechwindsoreuropeans.com where visitors can find out all they need to know. There will be blogs from the riders themselves, pictures, biographies and results on their performances at other shows, on the lead up to the Championships in August. Watch out too for some exclusive video content of Ben and Laura at their yards and in training, filmed by Horse Hero TV.

Ben said: "All of the shows I'm at over the next few months are warm-ups for the Europeans, so I'll be hoping to put in some good performances to stand me in good stead for making the GB team. It's an exciting time for me and it'll be fun to share it with fans of the sport."

Laura said: "The Championships are a big deal and everyone certainly has one eye focussed on them. It is special to compete on home territory and have the opportunity to give something back to the sport in this country. In the meantime it's business as usual, putting in the best performances you can in preparation for the big event. I'll be letting you all know how things are going over the next few months!"

Ben and Laura's section of the website at www.alltechwindsoreuropeans.com will go live on 30th April.

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.alltechwindsoreuropeans.com

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Notes to Editors:

For further information on the Alltech FEI European Jumping and Dressage Championships 2009 please contact Kelly Smith on +44 (0)1753 847915 or at 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 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.

For further information on Alltech please contact: Christina Lombard on Tel +353 1 825 2244 or at clombard@alltech.com

About UK Sport:

The Alltech FEI European Jumping and Dressage Championships 2009 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.ukspor.gov.uk