

Muhammad Ali hosts British 'Boxing Greats' at Alltech FEI European Jumping & Dressage Championships 2009

Following the announcement of Muhammad Ali's forthcoming visit to the Alltech FEI European Jumping & Dressage Championships 2009 (25-30 August) organisers are delighted to confirm plans for his appearance.

The global sporting icon will attend a VIP reception during the Alltech World Equestrian Games Gala Night on Friday 29th August. Sponsors, riders and other VIPs will get the chance to meet the star, who is visiting the Championships to help raise awareness for the recently founded Alltech-Muhammad Ali Centre Global Education and Charitable Fund.

The Fund aims to produce, promote and support the educational and humanitarian goals and efforts of both institutions. The goals of the Fund are to provide leadership and character education; educational scholarships for arts; natural science and humanitarian endeavours; elementary school science laboratories; relief and support during world crises; and encouragement in the pursuit of excellence and personal greatness.

However, everybody who has a ticket for Friday evening's performance will also get the chance to see Ali, as he completes a special 'lap of honour' in the famous Castle Arena, with stunning Windsor Castle as the back-drop, in an open-top Land Rover.

In another development, organisers are also inviting a select group of other British Boxing Greats from across the years to meet Ali and join him at the reception

Event director Simon Brooks-Ward said: "Never before has these grounds held such a prestigious sporting event. Three years before London 2012 we are not only playing host to some of the finest equestrian sports men and women in Europe, but also some of the sporting greats of the world."

The Alltech FEI European Jumping & Dressage Championships are being held simultaneously in the same location for the very first time. 27 Nations have submitted entries to 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).

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 Editor:

The Muhammad Ali Center

The Muhammad Ali Center is a cultural attraction and international education center that is inspired by the ideals of Muhammad Ali. Featuring an award-winning visitor experience, educational and public programming and global initiatives, the Ali Center reaches beyond its physical walls to fulfil its mission: *To preserve and share the legacy and ideals of Muhammad Ali, to promote respect, hope and understanding, and to inspire adults and children everywhere to be as great as they can be.*

Alltech-Muhammad Ali Center Global Education and Charitable Fund

The Alltech-Muhammad Ali Center Global Education and Charitable Fund, which was announced in May of this year during Alltech's International Animal Health and Nutrition Symposium, aims to further the educational and charitable goals of both institutions. Alltech and the Muhammad Ali Center are working together to produce and promote a number of charitable activities leading up to and coinciding with the Alltech FEI World Equestrian Games in Lexington, Kentucky in 2010™.

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 in 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 1,900 employees worldwide.

Education represents the cornerstone of Alltech's endeavour to create and innovate. The company's educational focus is evident in its numerous university and primary school programs, including building science labs in schools and providing scholarships and awards to undergraduate and graduate students.

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

About UK Sport

The Alltech FEI European Jumping & 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.uk sport.gov.uk

Press Contacts:

Kelly Smith

PR Manager

Alltech FEI European Jumping & Dressage Championships 2009

Telephone: + 44 (0)1753 847 915

Facsimile: +44 (0)1753 847 901

Email: kellys@hpower.co.uk

Web site: www.hpower.co.uk

Christina Lombard

Communications Manager Europe and Asia

Alltech European Bioscience Centre

Sarney, Summerhill Road

Dunboyne, County Meath

Ireland

Telephone: +353 1 825 2244

Facsimile: +353 1 825 2668

Email: clombard@alltech.com

Web site: www.alltech.com

Jeanie Kahnke

Vice President of Communications

Muhammad Ali Center

144 North Sixth Street

Louisville, Kentucky

United States

Telephone: (502) 992-5301

Email: jkahnke@alicenter.org

Web site: www.alicenter.org