



Alltech FEI European Jumping & Dressage Championships 2009 gets additional all-weather arena

Martin Collins wins tender process; Arena also benefits Royal Windsor Horse Show

The HPower Group, organisers of the Alltech FEI European Jumping & Dressage Championships 2009 (25-30 August), are pleased to announce the addition of a brand new all-weather arena, built for the Championships on the showground situated in the private grounds of Windsor Castle.

Martin Collins Enterprises successfully won a tender process to build the new arena, which will measure 68m x 80m and have an Ecotrack synthetic surface. Work on the project has started this week with the pegging out stage completed and diggers beginning work.

The current warm-up arena for the existing Castle Arena, also constructed by Martin Collins and surfaced in Ecotrack, will be extended, with the new arena adjoined, creating a smooth three-stage process for competitors at the all-important Championships. Riders in both Dressage and Jumping disciplines will use the new arena for exercise, before moving forward to the warm-up arena and finally taking centre stage in the Castle Arena.

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).

Simon Brooks-Ward, HPower Group's Managing Director and Event Director for the Alltech FEI European Jumping & Dressage Championships 2009 said: "The European Championships are destined to be a formidable, world-class event, not just for the equestrian world, but the sporting world in general. A new arena was needed in order to support this goal and Martin Collins Enterprises offered the best solution for what we needed. We're delighted to be working with them again on this project."

The arena not only benefits the European Championships, but also the venue's annual show, The Royal Windsor Horse Show, which takes place on the same showground between 13 – 17 May 09. As well as providing the show with additional space for more competition than

ever, it will also give organisers the chance to road-test logistics for the Europeans – from stables to exercise area, collecting ring and main arena.

For Royal Windsor Horse Show, the new arena has been named The BHS Frogmore Arena, in celebration of the show's successful partnership with the BHS. The BHS will hold three new competitions in this arena including the brand new AmTrust Equine RWHS Unaffiliated Championships, the competition for grass roots riders; the BHS Combined Training for BHS Instructors and the SEIB BHS Trec Pro Am Challenge; as well as a special CIC** Display by the UK team destined for the European CIC** Team Championships 2009, in Hungary.

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

Tickets for The Royal Windsor Horse Show 2009 are on sale now priced at £13 (adults), £9 (concessions including Royal Windsor Advantage Card Holders) and £5 (children 5-16years) if booked in advance. Family tickets (two adults and two children) cost £30. Tickets are priced per day and include entry to all the day's events. You can book online at www.rwhs.co.uk or by telephoning 0870 143 2208.

-ENDS-

Notes to Editors:

For further information on the **Alltech FEI European Jumping and Dressage Championships** and **Royal Windsor Horse Show** 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.uk sport.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.

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

About Martin Collins Enterprises:

Martin Collins Enterprises is the innovator of synthetic riding surfaces, with a reputation built over thirty years. The company has laid over 1,000,000m² of surface for various applications around the world

Martin Collins provides a full construction service and undertakes projects ranging from the single horse owner to the large commercial projects, supplying material accross all equestrian disciplines, Internationally.

For more information on Martin Collins Enterprises please contact Glynnie Walford on +44 (0)1488 71100 or by email at glynnie@mceld.com