

THE HISTORY OF EQUESTRIAN SPORTS IS AN ILLUSTRIOUS ONE AND CAN BE TRACED BACK TO THE ANCIENT OLYMPIC GAMES WHERE HORSEMANSHIP WAS A CELEBRATED AND REVERED SKILL.

THE MANY *Faces* OF HORSE SPORT

FOUNDED IN 1921 TO GOVERN AND DEVELOP EQUESTRIAN SPORT, THE FÉDÉRATION EQUESTRE INTERNATIONALE (FEI) HAS FORGED A PROMINENT CULTURE IN THE INTERNATIONAL SPORTS ARENA, BE IT IN TERMS OF GRASS ROOTS DEVELOPMENT OR HIGH PROFILE OLYMPIC TRADITION.



HRH PRINCESS HAYA BINT AL HUSSEIN elected the 13th FEI President in 2006, on the basis of a comprehensive and far reaching manifesto, has been driving many reforms at the heart of the FEI and horsesport.

"As the international governing body of horsesport, the FEI continues to encourage and inspire young riders of all disciplines to embrace this sport providing them an environment in which they can flourish. With growing pressures facing many of today's youths around the world, an active involvement in sports such as ours can have a long term positive influence on their lives. The discipline, self confidence

and passion, which are evident in so many of our young riders, is a real testament to the support and guidance they have received not only from the current generation of riders but also from the formidable entourage that contribute to their success. Although not all of our young riders will be able to take part in the 2010 Youth Olympics, in their own way, they are all positive ambassadors of the sport."

Nowadays, the spectrum of disciplines has grown to include not just the three Olympic disciplines of Dressage, Jumping and Eventing, but also, and in equal prominence, Driving, Endurance, Vaulting and Reining. This diversity was further enhanced in 2006 when a landmark move saw Para-Equestrian – equestrian for riders with physical disabilities – join the ranks of the other disciplines, making the FEI one of the first international sports federations to manage the sport for both able-bodied and disabled athletes.

Lee Pearson
Chair of the FEI Athletes Committee and acclaimed Paralympic gold medalist.
"Joining the FEI as the eighth discipline has not only transformed the image, understanding and profile of Para-Equestrian athletes from a sports perspective, but has also, in its own way, helped change the public's perception of disabilities."

The horse world is set with anticipation and excitement for the forthcoming 2010 **ALLTECH FEI WORLD EQUESTRIAN GAMES**, a global showcase of the many faces of horsesport. Sixteen gruelling days where the world's best battle it out for World titles in the eight FEI disciplines and where equestrian fans and new enthusiasts can get a glimpse or even a resounding feel for the diversity and far reaching appeal of equestrian sports.

Dr. Pearse Lyons
President and Founder of Alltech, title sponsor for the event.
"As Alltech is involved in improving animal performance through nutrition, this global event profiling horses at their peak of performance, will give us all an opportunity to showcase our commitment to passion, excellence and performance."

The Alltech FEI World Equestrian Games, to be held in Kentucky,

USA in 2010, will be the sixth edition of its kind, but the first to be held outside of Europe, and the first to host all eight FEI disciplines, including the most recent addition to the FEI, Para-Equestrian

2009 will see an impressive list of key events throughout the world profiling the sport to existing and new fans. In April 2009, Las Vegas will be host to the prestigious Rolex FEI World Cup™ Jumping and Dressage Final, while shortly after that the FEI European Jumping and Dressage Titles will be up for grabs, in Windsor. A little later in the year Eastern Europe will host, for the first time, the HSBC FEI World Cup™ Eventing Final which will see the biggest players from the Eventing world compete in Poland.

Recognising that investment in **YOUTH** is fundamental to ensuring the future of horsesport, 2009 will see the FEI launch a campaign specifically targeted at



12 to 21 year olds during what it will call the Year of Youth. One of the principal aims of 2009 for the FEI is to reach out to and exchange with the younger members of the equestrian family in the lead up to the very first Youth Olympic Games which will take place in August 2010, just before the Alltech FEI World Equestrian Games. As this is a first for the FEI, it presents a very exciting opportunity to create a modern personality with which young athletes can identify and as such the potential for development is enormous. Committed to the success of this newest project, the FEI will be reaching out to its member federations around the globe over the coming months encouraging their input so as to fine tune the grasp and understanding on the future faces of horsesport...

Over the past year the FEI in association with Atari has ventured new ground with the launch



of interactive videogames **MY HORSE AND ME** – introducing the sport in an innovative way to both the younger and gaming audiences. This latest initiative has been met with great success and as a result, the second release, with added functionalities and features, has just been launched.

As one of the only few sports where men and women compete on equal terms and also the only sport to include two athletes – horse and rider, the FEI is determined to uphold the integrity, values and rules of the sport within this global, multi-faceted and ever-evolving society. At all times, the welfare and position of the horse is pivotal to making this happen.



THE 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES

WHEN
25 September to 10 October 2010

WHERE
Kentucky Horse Park,
Lexington KY USA

FACTS AND FIGURES...

- 600'000 Spectators expected to attend
- 900 Horses – the greatest and most complex shipment of horses ever to take place
- 800 Athletes
- 60+ Nations
- 8 World Championships
- 2'000 Media on-site
- 25'000 Volunteer shifts over the 16 days
- 500 million Television viewers
- \$150 million Anticipated Economic Impact