

ALLTECH FEI WORLD EQUESTRIAN GAMES 2014 IN NORMANDY

THE BIGGEST
EQUESTRIAN EVENT IN THE WORLD!



Mont St Michel
Credit AFP/ Jean-Sébastien Evrard



Chateau Le Pin, photo by CRBN



The Hippodrome, photo by François Decaens



Construction work on D'Ornano Stadium, photo by CO. Normandie 2014

IT IS WITH GREAT HONOUR THAT WE ANNOUNCE THAT THE ORGANISING COMMITTEE OF THE BIGGEST EQUESTRIAN EVENT IN THE WORLD, THE ALLTECH FEI WORLD EQUESTRIAN GAMES 2014 IN NORMANDY (AUGUST 23 - SEPTEMBER 7), HAS SELECTED OUR HORSE TIMES TO BE THE OFFICIAL MEDIA AMBASSADOR FOR THE MIDDLE EAST. CELEBRATED EVERY FOUR YEARS AND ALTERNATING WITH THE OLYMPIC GAMES, THE ALLTECH FEI WORLD EQUESTRIAN GAMES WILL FEATURE THE FINEST ATHLETES FROM 76 NATIONS WHO WILL COMPETE AGAINST EACH OTHER IN THE EIGHT OFFICIAL FEI DISCIPLINES AND EXPECTED TO BE GIVING 500,000 VISITORS A GENUINE INSIGHT INTO THE EQUINE WORLD. IT WILL INDEED BE THE OCCASION FOR EVERYONE TO COME TOGETHER IN A TRULY EXCEPTIONAL PLACE.

THE GAMES VILLAGE IN THE HEART OF CAEN:

Located in Caen's city-centre, just a few minutes away from d'Ornano Stadium, the Zenith and the Prairie Racecourse, the Games Village will be the heart of the event for the crowd, competitors, and entertainers. Open from 11 am and until 10 pm, the Village will be accessible free of charge to everyone who has a ticket for one of the day's sporting competitions, and entry will be at the cost of just five Euros for anyone else. In total, the Village will offer more than 150 hours of

entertainment, spread over an area of 110,000m2 and with no fewer than 500 horses and 450 people in action on site. Horses will of course take centre stage, but the Norman region will also be honoured. The thousands of visitors expected will be invited to discover the shared history and culture of the horse and France's number one horsey region. The final phase of ticketing for the Games was open back in March and was a definitive stage since the Organising Committee put over 200,000 individual tickets on sale to the public.

ORGANISATION:

France organises more equestrian competitions than any other country in the world. The Alltech FEI World Equestrian Games 2014 in Normandy will showcase France's great expertise when it comes to hosting such major events. Given the Norman people's passion for horse and horse sports, it was natural for France and Normandy to want to host the Alltech FEI World Equestrian Games. In France, more than two million people enjoy horse riding, and over a million of them are regular riders. The French



Haras du Pin, photo by Francois Decaens



The Hippodrome, photo by Francois Decaens



Organisers & volunteers



Dressage, photo by Nini Schabel



Polo, photo by CO. Normandie 2014



Horse ball, photo by Olivia Kohler/JuNiThi

Equestrian Federation boasts over 700,000 license holders and 7,800 clubs: it's the 3rd ranking French Olympic Federation, after those of football and tennis. The Organising Committee recruited more than 3,000 worldwide volunteers to help in make the Games a special experience. The founding members of this year's Games include: the French Government, the French Equestrian Federation, the Regional Council of Lower Normandy, the General Council of Calvados, The General Council of Manche, the General Council of Orne, the City of Caen, the Agglomeration Community of Caen la Mer, and the National Olympic and French Sports Committee. And alongside the Founders, adding to the success of the Games are the sponsors who are: Alltech as the title sponsor and Rolex, Land Rover, Sobha, France Télévisions and PMU as the official sponsors.

THE DISCIPLINES AND THE NATIONS:

Athletes and horses will compete against each other in eight official FEI disciplines: Jumping, Dressage, Eventing, Driving, Reining, Vaulting, Endurance, and Para-Dressage. This year's Games will also be featuring two demonstration disciplines for the general public to discover: Horse-Ball and Polo.

With the Entries in Principle, National Federations indicate in which disciplines they intend to participate with a team or individuals. These intentions do not guarantee the participation of each delegation but it however represents a significant first step within the entry process. Overall, no less than 76 National Federations (NFs) have declared their intention to participate in the Games. The number is an all-time high and represents a 15% increase compared to the entries in principle for any of the previous editions of the FEI World Equestrian Games™. Eight of those nations are Arab: Algeria with a Show Jumping Team,

Egypt with a Show Jumping Team, Jordan with a Show Jumping Team, Saudi Arabia with an Endurance and Show Jumping Team, Morocco with Reining, Dressage and Endurance Individuals as well as a Show Jumping Team, Oman with an Endurance Team, Qatar with Endurance and Show Jumping Teams, Syria with a Show Jumping Team, Tunisia with an Endurance Team - and last but not least, the United Arab Emirates with an Endurance and Show Jumping Team.

In addition, the Games will also add to the presence of Morocco by honouring the Barb horse and setting the stage for top Moroccan riders. Spectators will therefore get to learn about the breed during the sports competition, but also through the Opening Ceremony, and the Games' exhibitions in the Games Village.

THE ATMOSPHERE:

The Games will not just boast 15 days of competition, eight official disciplines, 27 gold medals, more than 76 participating nations, also featured will be the 'Alltech Music Festival' which will present eight evening concerts spread over the duration of the Games and is sure to add to the event's festivities. There will be music for all tastes thanks to the Festival's highly varied programme: disco with the legendary Kool and the Gang, pop-rock with The Lanskies, hip-hop with Casseurs Flowters and even an Irish evening with We Banjo 3. Well-known artists such as Aloe Blacc (I need a Dollar, Wake me Up), the cream of the American scene, and even Louis Bertignac, none other than the former guitarist of the group Téléphone, will be there, but many other artists from the local scene will also be on hand to give spectators a taste of different musical styles. And the "horsey" theme will also feature thanks to a country evening on 29 August, which will give spectators the opportunity to learn how to line



Show jumping, photo by FEI/Kit Houghton



Eventing, photo by KMSP Philippe Millereau



Endurance, KMSP Philippe Millereau



Reining, photo by FEI/Kit Houghton

dance, taught by the Caen Country Dance association.

LESS THAN 100 DAYS BEFORE THE GAMES BEGIN:

May 2014 marked a symbolic date with less than 100 days to go before the start of the Games in Normandy. To celebrate, the Organising Committee, the FEI, and French artist Christophe Dumont carved a unique piece of sand art on the Bay of Mont-Saint-Michel - one of the iconic and renowned locations in Normandy, which will host the Endurance race on Thursday 28 August. French artist Christophe

Dumont created a spectacular piece of sand art featuring a giant, 2.3 by 2.5 metre horse's hoof prints in a huge '100' on the famous Normandy beach. The artist and a team of 20 people battled against time and tide to produce the unique piece of artwork, so that it could be captured on camera before the waves washed it away. FEI President HRH Princess Haya was really impressed by this unique art work and stated, "The giant hoof prints on the beach at the Bay of Mont-Saint-Michel are a beautiful way to mark the 100-day countdown to the start of the Games, as it captures the free spirit of our wonderful partner, the horse.



Celebrating 100 days to go before the Games, photo by AFP/Jean-Sébastien Evrard

And everyone who rides horses knows that we spend a lot of time training in circles! The world's best horses and riders will be going for gold in Normandy so we can expect absolutely top sport. We are looking forward to these being the best Games yet."

A real challenge, but Fabien Grobon, CEO of the Normandy 2014 Organising Committee, remains very confident, "Normandy has a long-standing association with the horse and equestrianism, which is something we're very proud of. We're putting everything in place to welcome thousands of athletes,

horses and spectators, and we're getting ready to host an amazing celebration that we will never forget."

D'ORNANO STADIUM:

Construction work started on 19 May at Caen's d'Ornano Stadium, where the Opening Ceremony and all the Dressage and Jumping competitions will take place from 23 August to 7 September. Less than a week after the last football game played by Caen's team, the Organising Committee was given the stadium's keys for a period of four months. Actually, Norman the official mascot was given the



Zénith & Parc Expo, photo by Francois Decaens

giant key by Viking, Caen's football team's official mascot! Right after, the first construction teams then arrived on site and there was no minute to lose, as the Dressage and Jumping test events will be held from 23 to 26 June in order to test the facilities. With a capacity of 21,000 seats, the stadium will host some of the greatest event during the 2014 Games: the Opening Ceremony on Saturday 23 August, the Dressage competition from 25 to 29 August, the Jumping of the Eventing on Sunday 31 August, and the Jumping competition from 2 to 7 September. 🐾

For all inclusive information about the Games, see: www.normandy2014.com



Benôit Lemaire, photo by DR



Les falabellas de Pieric, photo by Francois Decaens



Kool & The Gang, photo by Silvia Mautner