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**11-06-2007**

**Horse and Country TV sign Sponsorship Deal**

Team GBR are delighted to welcome Horse & Country TV on board as a sponsor. The partnership will give increased media exposure to Team GBR and will give the general public and potential sponsors an opportunity to see horse sports in all its forms on television.

Horse & Country TV will produce programmes following individual riders and their horses through the year, at competitions and team training sessions. Focusing on younger members of the team it is hoped the increased media exposure will help raise awareness of sponsorship opportunities for the whole team. A series of adverts will also be produced promoting the sport of horse riding to encourage people to take part in the sport.

Founder of Horse & Country TV, Nick Ludlow said, "We are excited about this sponsorship deal and will be working closely with Team GBR to help promote the sport and equestrianism to a wider audience."

Horse & Country TV is the UK's first digital channel dedicated to equestrian and rural pursuits. The channel launched on the 1st July and can be viewed on Sky Channel 295.

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**26-09-2007**

**Equestrian Team GBR Launches.**

The countdown to the 2008 Beijing Olympic and Paralympic Games gained momentum yesterday, with the official launch of Equestrian Team GBR at Lee Valley Riding School.

Team GBR showcases the highest level of equestrian competition and is made up of the three Olympic equestrian disciplines, Eventing, Show Jumping and Dressage. Equestrian Team GBR is also the platform for the extremely successful Para-Equestrian Dressage riders, who have established Britain as a leading Paralympic nation.

Winning the seventh consecutive European Eventing title on 16th September 2007 was the crowning glory of what has been a phenomenal 2007 season. Equestrian Team GBR has won 31 medals in total, including a senior team bronze medal in Show Jumping. Equestrian Team GBR has also qualified full teams for the 2008 Olympic and Paralympic Games in all four sports.

Will Connell, Performance Director, said: "The creation of Equestrian Team GBR demonstrates a collective commitment to maintaining British equestrianism at the heights of recent Olympics and major championships. We have the opportunity to deliver a consistently high level of performance across all three disciplines and we are always striving to make improvements."

British riders have a tradition of success, having won team silver plus individual gold and bronze medals at the Athens Olympics in 2004. Eight medals followed at the 2004 Paralympics.

Equestrian Team GBR is underpinned by the World Class Programme, funded by the National Lottery via UK Sport. This programme allows rigorous and scientific support of the development of athletes and their horses. With 2012 in mind, special emphasis is placed on the nurturing of young talent, both human and equine.

Zara Phillips, current Eventing World Champion, lent her support to Equestrian Team GBR by attending its official launch. She said: "This is a real boost for the sport in Britain and will help to ensure that our brightest talents receive the best possible support in the lead up to Beijing in 2008 and, of course, to London in 2012'.

Another key objective of Equestrian Team GBR is to assist members from its constituent disciplines in establishing the commercial partnerships necessary to ensure that Britain remains at the forefront of international equestrianism. The launch of Equestrian Team GBR has been supported by long-term Show Jumping sponsor Accenture. The team is available as a sponsorship opportunity to an organisation wanting to associate itself with ambition, determination and success.

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**08-10-2007**

### **Equine Pathway Progresses.**

The World Class Equine Pathway has been developed during 2007 in conjunction with British Dressage, British Eventing and British Show Jumping. It aims to support the identification and development of elite young horses which show the potential to medal for Great Britain at future Championships and Olympic Level. The Dressage and Eventing Pathways are up and running and the selection for the Jumping Pathway will be completed by the end of October 2007.

The Pathway aims to provide assistance to owners, riders and their home teams to help them optimise their horses' competitive career through the network of World Class support.

The London 2012 Olympic Games is the primary target for the Pathway Programme giving a five year window in which to prepare for medal success. It now looks like that there will be up to 100 horses per discipline on the Pathway to start with but numbers will be driven by quality rather quantity and horses will join and leave the pathway as it develops. It is hoped that by the spring of 2012 there will be approximately 50 solid combinations cross discipline on a long list for the Games.

Dates for 2008 viewing days will be published as they become available.

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**09-10-2007**

### **Great Season for Equestrian Team GBR.**

Equestrian Team GBR won 32 medals in 2007 of which nearly half were gold. Great Britain has also qualified a full quota of Equestrian Teams for the Olympic and Paralympic Games in 2008.

The senior teams won 17 medals. The Eventers retained their place in the record books with a 7th consecutive European title and Mary King added individual silver. The Show Jumping team put in an impressive performance in Mannheim, Germany to secure a tightly contested team bronze medal. A fourth medal was won by Sarah Howe, bronze in the World Combined Pony Driving Championships.

The further 13 medals were won at the World Para Dressage Championships held on home soil at Hartpury College, Gloucestershire. The British proved once again that they are the dominating nation at this sport bringing home the world title and a haul of individual medals. Two Individual titles went to Lee Pearson with individual gold medals also going to Simon Laurens, Sophie Christiansen and Nicola Tustain.

These performances by the senior teams, plus a fifth place for the Dressage team, resulted in qualification of a full team for each of the 4 Olympic and Paralympic sports. It is very possible that Britain will be the nation with the largest number of equestrian competitors at next years Games in Hong Kong.

The British Youth Team programme, run by the individual member bodies with the support of World Class, once again proved the strength in depth that exists within Equestrian Team GBR, winning medals in all three of the Olympic sports. The Eventers picked up no less than 8 medals, including the team title in all three age groups: Young Riders, Juniors and Ponies. Laura Collett and Libby Soley also picked up individual gold medals in Juniors and Ponies respectively. The Show Jumpers were not far behind with a total of 7 medals also including two team titles and individual gold to Pony rider Zoe Adams. The Dressage Pony Team also picked up a team bronze.

Equestrian Team GBR is successful because it has a great team spirit, a strong support team and loyal, supportive owners. Following the European Eventing Championships the International Equestrian Federation commented: "What does it take to have a successful team? Professional riders, of course. Fit horses, for sure, and those of the British Team are amongst the fittest, best prepared and best groomed in the world. But what makes a real difference is the spirit. The little things that keep a team together. All the members of the British team – be they Chef d'Equipe or groom – wear their uniforms at any one time and in any location. They even have Union Jacks in the buckets of water used for cooling the horses. And this is why they have medals – 20 European titles that is – and we don't"

It is on this positive note that the Team can look forward to 2008 which brings the Beijing Olympic and Paralympic Games with the equestrian events taking place in Hong Kong. There will also be a full European Youth programme for the Olympic sports and either European or World Championships across the non-Olympic sports. Equestrian Team GBR is underpinned by the World Class Programme, funded by the National Lottery via UK Sport. This programme ensures that a rigorous, professional, coordinated approach is adopted. This support is a partnership between World Class and the Member Bodies who work together to give these teams the best possible chance of being successful.

A full medal table from the 2007 season can be viewed [here](#).

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**01-10-2007**

**Your Chance to Meet Members of Team GBR**

Don't miss your chance to meet some of the members of Team GBR when riders attend the Countryside Race Day on Friday 16th November at Cheltenham Race course.

National Hunt racing, Christmas shopping, Paralympic dressage, hound parades, cross country steeple chasing, British Olympic riders and Jazz bands; an unorthodox list of ingredients when put together create this year's Cheltenham Countryside Race Day. You will be able to see the riders parade on the course and have the chance to meet them at the Team GBR trade stand in the tented village.

Some of the funds raised by the day will help support Team GBR in working towards winning more medals in Hong Kong at the Olympic and Paralympic Games in 2008.

Show your support for our Team and enjoy a great days racing by coming along - Club Badges cost £20 (£18 if booked before 5th November and £16 if booked online) For tickets please call 01242 2226226 or book online at [www.cheltenham.co.uk](http://www.cheltenham.co.uk).

View our promotional flyer [here](#).

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