

## Join us at Horse of the Year Show 2017

*Have a day out with a difference at Horse of the Year Show where the magic comes to life and memories are made. Returning to the Genting Arena, Birmingham's NEC from 4th – 8th October is "The World's Most Famous Horse Show" the pinnacle of the equestrian calendar, where audiences can be inspired by world-class International Showjumping along with an exciting line up of national Showing and Showjumping Championships and an energising array of equestrian entertainment.*



Established in 1949, this national institution is just the ticket to celebrate equestrian sport and enjoy a great family day out. Horse of the Year Show attracts around 60,000 visitors to the NEC across the five days of the Show, along with 1,500 competitors who battle it out for one of the most highly regarded titles. The International Showjumping classes see some of the top riders on the Longines World Ranking list contest some highly competitive classes Friday to Sunday at HOYS, culminating in the not to be missed Grand Prix Showjumping class during the event Finale on Sunday evening.

Showing has been a focal point at HOYS for many years and even in the Show's 69<sup>th</sup> year it continues to be widely regarded as the pinnacle of the showing season. The TopSpec Arena will this year be positioned in its own dedicated hall which will showcase the majority of the showing championships throughout the week. Across the five days of the show, 29 championship classes cover the most popular of British breeds and types, with the respective champions going forward to contest for the Show's most prestigious titles, the Supreme Horse of the Year and Supreme Pony of the Year.



The Queen of dressage and twice Olympic Gold medallist, Charlotte Dujardin, will be at the Show on Thursday delivering a Dressage Masterclass in the Andrews Bowen International Arena. The Show wouldn't be complete without the ever-popular Virbac 3D Warming Pony Club Mounted Games teams who will be battling it out throughout the week to win the coveted Prince Philip Cup trophy, and the Osborne Refrigerators Scurry Racing which will have you cheering on your favourite combination as each team attempts to tackle the course in the fastest time. With a range of ticketing options available, visitors will be able to sit back and enjoy the crème-de-la-crème of unmissable equestrian entertainment.

A highlight of the Show for many is the vast Retail Village with over 250 retail stands offering the ultimate shopping experience. A new area will be set aside right in the centre of HOYS Retail Village this year for showing societies, amongst other member bodies to interact with their current members as well as having the opportunity to reach out to potential new members. We have a tradestand there so please be sure to show your support and stop by to say hello.



Also new this year will be the inclusion of the HOYS Live Zone, a new staged area in the retail village where celebrity rider signings will take place along with seminars delivered by leading experts in the equine industry. With so much happening all under one roof and a fun-packed timetable, you'll be sorry to miss out.

Guests at this year's Show will benefit from the price freeze across all general admission tickets from 2016. Wednesday, Thursday and Friday are Gold ticket days where visitors can access the whole Show from 7am to 11pm for as little as £33.00! Saturday and Sunday are split into daytime and evening performances, however all tickets come with full day access to the Retail Village.

Tickets are selling fast so secure your seats today. To book your tickets visit <http://hoys.co.uk/tickets/general-tickets/> or call the Box Office on 0844 581 8282.