

# PRESSE-INFORMATION PRESS INFORMATION



## **EQUITANA Open Air**

28<sup>th</sup> – 30<sup>th</sup> May, 2010 - Neuss Racetrack

30<sup>th</sup> May 2010

## **EQUITANA Open Air attracts nearly 40,000 visitors**

The EQUITANA Open Air shows just how much potential riding has as a leisure sport. The festival for recreational riders has continued to be an enormous success by drawing almost 40,000 visitors again this year. This was the seventh time the open air event has been held and it attracted nearly six times as many visitors as the original event back in 1998. As the head of EQUITANA, Christina Uetz, says, "The concept behind the EQUITANA Open Air has been a total success yet again with regard to both the sporting competitions and demonstrations". A large amount of the success can also be attributed to the support provided by our four partner organizations: the PSV Rhineland [Rhineland Equestrian Association], the IPZV [Rhineland Association of Riders and Breeders of the Icelandic Horse], the EWU [First Westernrider Union of the Rhineland] and the IG Welsh [Welsh Pony Association].

More than 1000 contestants participated in the different competitions held on Neuss Race Course over the three days of the exhibition. In all, around 190 examinations, teaching sessions, demonstrations and breed presentations were held. As Claus Paulus of the Rhineland Icelandic Horse Breeders and Riders said, "The atmosphere around the racetrack was amazing; rarely do we attract as many spectators to the IPZV competitions as we do at the EQUITANA Open Air". The same applies in the case of the cups and competitions held by the PSV Rhineland, the EWU and the IG Welsh.

A new crowd-puller in 2010 was the Vaulting Demonstration Cup which was held for the very first time this year. The EQUITANA Carriage Driving Cup for single horses or pairs was another new competition first introduced this year. As Friedrich Witte, President of the PSV Rhineland, said, "The EQUITANA Open Air Show is *the* place to air new ideas and is always good for surprises".

There was also a larger shopping area this time with a total of 220 exhibitors who were very satisfied with the show. Demand was high with visitors buying everything from tack to trailers, from feed to apparel. As the sales manager from Böckmann Fahrzeugwerke said, "The EQUITANA Open Air perfectly complements the EQUITANA as it gives us a unique opportunity to meet and talk to people who just ride in their leisure time and who we do not get to see otherwise at tournaments and competitions."

The EQUITANA global equestrian festival will be held from 12<sup>th</sup> – 20<sup>th</sup> March 2011 in Essen, Germany.

[www.equitana-openair.de](http://www.equitana-openair.de)

[www.equitana.com](http://www.equitana.com)