

PRESS RELEASE

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MAGIC MILLIONS TAKE ON TITLE ROLE AT FESTIVAL OF BRITISH EVENTING 2018

BRITISH EVENTING'S SHOWCASE EVENT TO HOST FIVE BRITISH CHAMPIONSHIPS IN ONE ACTION PACKED WEEKEND

TICKETS ONSALE NOW – SAVE THE DATE 3RD to 5TH AUGUST 2018

This summer will see *The Festival of British Eventing* return with an exciting new title partnership and an action-packed weekend of world class sport and top-class entertainment. For over 35 years, this iconic fixture has seen the very best of the best compete across one of the most respected tracks in the sport designed by Captain Mark Phillips around the unique terrain of Gatcombe Park. It is this unique status that attracted leading Australian thoroughbred auction house, Magic Millions to take on the title role.

Magic Millions specialises in finding true champions. *The Festival* emulates this ethos as the home to **five British Championships**; from the world famous and newly sponsored **Magic Millions British Open CIC3***, won by Olympic Gold Medallists and World Champions alike, to the stars of the future competing in both **The Smith & Williamson British Intermediate Championship** and the **Dodson & Horrell British Novice Championship**. But the truly unique side to this event is the inclusion of all elements of British Eventing, with the British Amateur Championships, the **Top Spec Challenge for the Corinthian Cup** and the brand new addition of the **RoR/NTF Retrained Racehorse Event Championship**.

Peter Phillips, Event Director under the new management of his company SEL UK, looks forward to a very special *Festival*; "I am very excited to announce this title partnership with Magic Millions – this event has an incredible history and a truly unique place in the hearts of many competitors and having Magic Millions onboard means we are able to commit to taking this event from strength to strength – we share the same philosophy of finding true champions and I look forward to seeing that come alive this summer!"

Phillips continued; "I can't think of another event that showcases our sport in the same way with five British Championships, across all levels of the sport, in one weekend. But for us it's not just about the sport, it's also about giving people a wonderful weekend with so much to see and do. Gatcombe Park provides the most extraordinary backdrop and a very special atmosphere that keeps people coming back year after year – that is something we cherish and I will continue to protect."

Lead Festival Partners



ABOVE & BEYOND

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DODSON & HORRELL
HORSE FEED SPECIALISTS



Magic Millions co-owner, Katie Page-Harvey commented; *"Zara Tindall is the long-term Patron of Magic Millions Racing Women - an initiative that has exceeded all expectations in attracting female participation in thoroughbred horse-racing. It is through Zara that we were first introduced to the Festival of British Eventing.*

"Magic Millions is a natural partner for this exceptional showcase of equestrian sport. The Festival of British Eventing is an extended program full of live sport that gives all-comers the opportunity to witness first-hand the best in equine competition and all the events are hosted within the most exquisite setting -Gatcombe Park. Magic Millions shares many of these unique qualities with the Festival, however the home of Magic Millions is breath-taking but a contrast to Gatcombe. All our events are set against the backdrop of Queensland's stunning Gold Coast."

Magic Millions join Lead Festival Partners Land Rover and British Eventing. Land Rover continue their 35-year strong relationship with the event having become the very essence of the 'Gatcombe spirit' and as in previous years, Land Rover owners attending *The Festival* can enjoy priority parking and complementary hospitality. Whilst the sport's governing body, British Eventing continue to support *The Festival* as its showcase event for the shorter format of the sport and the crowning of its National Champion.

Chief Executive of British Eventing, David Holmes commented; *"With five National Championships hosted across three days, The Festival of British Eventing is a highlight of the BE calendar; which every year brings out the top horses and riders at each of the levels in a true showcase of our sport. The Festival is an absolute must date for the diary providing both the new and returning fans of eventing with thrilling competition and a fantastic day out all in the spectacular setting of Gatcombe Park."*

2017 British Open Champion, Gemma Tattersall explained what it meant to her to win; *"The Festival feels like the home of British Eventing. I am really looking forward to building on my success in 2017 and can't wait to be back riding there with so many awesome competitors. It's such a unique event with something for everyone to enjoy!"*

But it is not just about the world class competition; for this one weekend in the height of British Summer, Gatcombe Park is transformed into the perfect destination for a great day out. There is something for everybody, whether it be soaking up the atmosphere by the Main Ring, watching not only the competition unfold, but also an action-packed entertainment programme to satisfying the shopaholic and foodie with a diverse and interesting Shopping & Food Village. The public get a rare chance to enjoy this exceptionally beautiful estate with tonnes to do and experience for all ages. Tickets on sale now at www.festivalofbritisheventing.com at the event's brand new website.

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NOTES TO EDITORS:

What's on:

Full List of Championships, classes, additional competitions and entertainment at the Magic Millions Festival of British Eventing visit www.festivalofbritisheventing.com
For more information on Retraining of Racehorses please visit www.ror.org.uk

Tickets on sale at www.festivalofbritisheventing.com/tickets

Partners:

For further information on Title Partner **Magic Millions**, please visit www.magicmillions.com.au

For further information on Lead Festival Partners please visit;

British Eventing - www.britisheventing.com

Land Rover - www.landrover.co.uk

For further information on Festival Partners please visit;

Dodson & Horrell - www.dodsonandhorrell.co.uk

Hamptons International - www.hamptons.co.uk

Smith & Williamson - www.smithandwilliamson.com

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