



Longines Masters
Brings
**Glitz,
Glamour, and
Greatest**
Equestrian Sport to
New York

By Emily Riden/Jump Media

On April 26-29, 2018, the Longines Masters Series will ride into New York for the exciting debut of the all-new Longines Masters of New York and the thrilling culmination of the three-part international series.

When the grand finale arrives

at the newly renovated NYCB Live, home of the Nassau Veterans Memorial Coliseum, it will bring with it the glitz and the glamour of the series' first two stops in Paris and Hong Kong and the unparalleled first-class equestrian sport for which the Longines Masters has become known.

"EEM is above all the realization of a dream. That of living a passion, equestrian sport, and magnifying it by offering the most beautiful sights worldwide," said Christophe Ameeuw, the CEO and Founder of EEM, the group behind the Longines Masters. "Our added value is the desire to surprise our audiences, riders, and spectators alike, to awaken the passions and to dream thanks to avant-garde events mixing performance and pleasure."

Throughout the four-day Longines Masters of New York, more than 50,000 fans are expected to visit and enjoy live music, one-of-a-kind artwork, delectable cuisine, luxurious shopping in the event's Prestige Village, and exceptional, high-caliber equestrian competition, featuring many of the world's top ranked equestrian athletes in the CSI5* events, as well as many of the most competitive CSI1* and CSI2* athletes in their own events.

Among the expected top-ranked athletes are Olympic medalists McLain Ward, Lucy Davis, Laura Kraut, Beezie Madden, and the number one rider in the world, Kent Farrington. They will join many of the best riders of the New York region, including Georgina Bloomberg, Brianne Goutal, and Jessica Springsteen, in contesting the heart-pounding CSI5* international show jumping events.

The featured CSI5* events kick off on Friday night, April 27, with the Longines Speed Challenge, giving spectators a chance to witness the world's top-ranked equestrian athletes as they contest the faults converted speed class in what's sure to be an exhilarating race against the clock. On Saturday, the featured competitions continue with the Masters Power Six Bar during the day, and the second leg of the inaugural Riders Masters Cup on Saturday evening, April 28.

The new, innovative team style show jumping competition of the Riders Masters Cup pits the United States and Europe against one another in a unique and thrilling format, which debuted with the first leg at the Longines Masters of Paris in December.



Not to be overlooked and running alongside the CSI5* competitions are the CSI1* and CSI2* divisions, each featuring their own speed, jump-off, and grand prix events. The Longines Masters of New York will also feature a \$25,000 U25 Grand Prix on Saturday evening, April 28.

At the Longines Masters of Paris, the CSI1* Grand Prix win went to Susana Epaillard of Spain, while Canada's Kara Chad, coached by Olympic gold medalist Eric Lamaze, claimed the win in the CSI2* €24,600 Land Rover Grand Prix aboard Carona.

"It was great for Kara to end her year with a big win," said Lamaze of the 21-year-old rider. "It was a very strong field in the two-star division; definitely not your average two-star class!"

Spectators can expect those same strong fields in each of the events offered at the Longines Masters of New York as all classes continue to attract the best in the sport. Find out more and purchase to tickets to witness all of the action and elegance online now at www.LonginesMasters.com.

While Team Europe, composed of Lorenzo de Luca, Kevin Staut, Jos Verlooy, Maikel van der Vleuten, and Gregory Wathelet, edged out Team USA's Lauren Hough, Reed Kessler, Laura Kraut, Chloe Reid, and Devin Ryan, for the win in Paris, U.S. spectators can be assured that Team USA will be back for vengeance on their home turf in New York.

"The home field advantage will be for us and in our favor in New York," said Team USA chef d'equipe Robert Ridland following the first leg in Paris. "The spectators, riders, and the sport in general will realize what it's about after seeing this, and I really look forward to that. We'll give them a run for their money."

International competition culminates on Sunday, April 29, with the Longines Masters of New York, and while Germany's Daniel Deusser and Cornet d'Amour topped the class in Paris, the \$278,000 offered prize money will be fair game for all competitors when the class kicks off at 2:45 p.m. EST.

1. Daniel Deusser by Laurent Vu for EEM.JPG – Daniel Deusser leading the Longines Grand Prix victory gallop at the Longines Masters of Paris. Photo by Laurent Vu for EEM
2. Lauren Hough, Robert Ridland, and Reed Kessler by Laurent Vu for EEM.JPG – Lauren Hough, Robert Ridland, and Reed Kessler talking strategy for the Riders Masters Cup in Paris. Following defeat for Team USA in the opening leg, spectators can expect the team to be back for vengeance against Team Europe in New York. Photo by Laurent Vu for EEM.
3. Kara Chad and Carona 5 by Sportfot for EEM.JPG – Kara Chad riding Carona 5 to the win in the CSI2* €24,600 Land Rover Grand Prix at the Longines Masters of Paris. Top CSI2* competitors will again have their turn in the spotlight at the Longines Masters of New York. Photo by Sportfot for EEM
4. Chloe Reid and Sally 643 by Sportfot for EEM.JPG – The second leg of the Riders Masters Cup will be held on Saturday night, April 28. Photo by Sportfot for EEM.