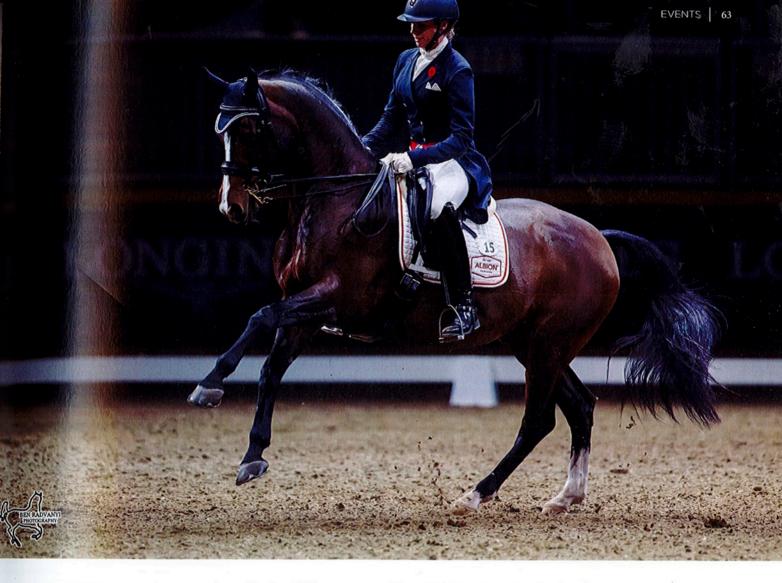


THRIVES WHILE KEEPING TRADITION ALIVE

Imagine for a moment that the year is 1964. Visitors attending the Royal Horse Show enter the indoor venue in the heart of Toronto, Canada's largest city, to find spectators and VIPs dressed to the nines in formal ball gowns and tuxedos. Guests are then treated to the elegance and grandeur of beautiful carriages and spectacular horses, and of course, sensational show jumping.

What makes the Royal Horse Show so special, however, is that the spectators of today don't have to imagine traveling back in time to experience the splendor of years past. Instead, they can make a trip to Toronto to see the Royal Horse Show first-hand, because those same traditions live on today.



"I remember my father competing at the Royal Horse Show, and now I bring my family with me each year," said McLain Ward, who has won the Longines FEI World CupTM Jumping Toronto the last four years in a row. "It feels like a vacation, but I think it is even better than a vacation; it is a step back in time. It has a special environment that you don't see any more in any sports arena, and I really appreciate that they stick to their traditions. It is a very special place to me."

McLain Ward's sentiment is shared by many "loyal Royals," including Andrew McKee, President of The Royal Agricultural Winter Fair, whose family has been involved since The Royal was first conceived in 1918.

"The Royal Horse Show has been—and still is—all about excellence in equine sport. The Royal is the culmination of our competitors' show season. This prestigious event showcases the best of the best in their respective disciplines and breeds," says McKee.

By maintaining tradition, the Royal Horse Show has not only survived, it has thrived. The 2017 Royal Horse Show will mark the 95th anniversary of the event that continues to be a hallmark destination for horse sport competitors throughout North America and beyond. "We work very hard to attract top level national and international competitors each year," says Iain Gilmour, Chairman of the Royal Horse Show. "The excitement and spectator engagement create an electric and energized atmosphere for our competitors. Our patrons appreciate the world-class calibre of this competition."

Today, the Royal Horse Show includes over 300 individual competitions, many of which have been part of the event's longstanding heritage. In-hand breed classes, driving classes for Welsh Ponies, Hackney Ponies and Horses, Green Meadows Coaches, plus a full range of hunter and jumper national championships are all part of the 10-day competition. The Royal Horse Show also has the distinction of being one of only four Canadian







events included in the Longines FEI World CupTM Jumping North American League.

While these traditional competitions represent the foundation of this event, the Royal Horse Show has also introduced new offerings recently, including an Under 25 National Jumping Championship showcasing the next generation of show jumping superstars, and the Indoor Eventing Challenge, a crowd favorite won in 2016 by reigning Olympic champion Michael Jung of Germany.

"As we look ahead to our 100th anniversary in 2022, The Royal is focused on delivering the most exciting and relevant events that showcase world class competition—while still respecting our traditions," says Gilmour.

"The Royal is a very special place for competitors and spectators alike. Once you've experienced the Royal Horse Show, it gets in your blood and becomes part of your own family tradition each November," he added.

ABOUT THE ROYAL

The Royal Agricultural Winter Fair is the world's largest combined indoor agricultural and equestrian event. This year, the 95th Royal Agricultural Winter Fair runs November 3–12, 2017, at Exhibition Place in downtown Toronto, Ontario, Canada. For competition schedules, live webcasting, results and to purchase tickets, please visit www.royalfair.org.

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