



Nearly a decade ago, Christophe Ameeuw and his team at EEM set out with an ambitious goal: reinventing international show jumping by combining the very best in equestrian sport with the best in entertainment and lifestyle.

For 2018, Ameeuw and EEM have a new dream and vision: bringing that spectacular trifecta of sport, entertainment, and lifestyle to New York for the very first Longines Masters of New York. Introducing a concept like this in a market with ten professional sports teams might be daunting to some, but for those that know Ameeuw, it's the drive to take equestrian sport to the promised land that make him the passionate horseman behind the grand slam of indoor show jumping.

THE INAUGURAL AMERICAN GRAND SLAM EVENT IN NEW YORK TO BE HELD ON APRIL 26-29 AT THE NEWLY RENOVATED NYCB LIVE, HOME OF THE NASSAU VETERANS MEMORIAL COLISEUM, IS THE THIRD LEG OF THE UNPARALLELED LONGINES MASTERS SERIES.



Kevin Start and Ayade de Septon. Sportfot for EEM.

When the series grand finale arrives in New York, it will bring with it the glitz and the glamour of the first two stops in Paris and Hong Kong and the 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 scenes worldwide," said 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."



Hannah Selleck



Jessica Springsteen



Daniel Deusser and Cornet d'Amour



Photo credit LA: Courtesy of EEM

MORE THAN 50,000 FANS ARE PROJECTED TO VISIT THE LONGINES MASTERS OF NEW YORK OVER THE FOUR-DAY EVENT, AND WHEN THEY DO, THEY CAN EXPECT TO EXPERIENCE ONE-OF-A-KIND ARTWORK, DELECTABLE CUISINE, LIVE MUSIC, AND LUXURIOUS SHOPPING IN THE EVENT'S PRESTIGE VILLAGE, AND OF COURSE, EXCEPTIONAL, HIGH-CALIBER EQUESTRIAN COMPETITION.

Never before has such an exquisite mix been housed under one roof, that is what makes the Longines Masters truly unique.

This year's New York event will introduce three new competitions on Saturday where the top-ranked equestrian athletes in the world will contest CSI5* classes. The ultimate display of power and strength will be showcased in the Master's Power Six Bar competition on Saturday, April 28 at 1 p.m. EST.

Throughout the class, the height of six fences set in a row will continue to be raised as horse and rider combinations are eliminated one-by-one until only the most powerful athletes remain.



Andrew Kocher and Artemise du Housoit



Karine de Brabander and Fantomas de Muse in the Masters Power



Riders walking the course



Georgina Bloomberg and Lilli

After experiencing the incredible showcase of equestrian power on Saturday afternoon, spectators can expect an incredible evening of competition. Kicking off the night will be the first ever U25 Grand Prix where rising stars will take the spotlight and showcase the incredible talent that the sport looks forward to. Then, the night will heat up with the ultimate display of equestrian agility and speed in team competition for Saturday night's Riders Masters Cup, beginning at 8:45 p.m.

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. While Team Europe edged out Team USA 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."

Following the Riders Masters Cup and the first three days of competition, the event's international featured events – and EEM's dream for the Longines Masters of New York – culminate in the \$278,000 Longines Masters of New York Grand Prix, beginning at 2:45 p.m. EST on Sunday, April 29.

To learn more about the Longines Masters of New York and to purchase tickets, fans can visit www.LonginesMasters.com or go directly to www.ticketmaster.com.