



10 REASONS

You Don't Want To
Miss The
Longines Masters
of New York

By Molly Sorge/Jump Media



Harrie Smolders With an amazingly fast final round, Harrie Smolders clinched the victory for Riders Europe in the Riders Masters Cup at the 2018 Longines Masters of New York.
Photo by Christophe Taniere

The heart-pounding action

of the Longines Masters series is returning to New York on April 25-28, and it's an event you won't want to miss. From exhilarating show jumping action from the world's top riders to exquisite dining and live entertainment, the Longines Masters of New York (LMNY) should definitely be on your calendar.

- It's the final stop of the 2018-2019 Longines Masters Series and top riders from all over the world will converge in New York at the NYCB LIVE, Home of the Nassau Veterans Memorial Coliseum for four days of action-packed show jumping, incredible shopping, and family fun.

- The Riders Masters Cup (RMC) provides thrilling, high-speed team competition as the Riders USA team takes on the Riders Europe squad in a series of exciting transatlantic speed duels. The New York stop is the fourth leg of the series, which takes place on the Paris and New York Longines Masters events. After the Riders Europe team won the first three RMC events in Paris in 2017, and then New York and Paris in 2018, Riders USA representatives are hungry for redemption on home turf.

On Saturday, April 27, during the LMNY, you'll see some of the fastest riders in the world lay it all on the line for a team win in the Riders Masters Cup. Robert Ridland will guide the Riders USA team as Chef d'Equipe, while Philippe Guerdat acts as Chef d'Equipe for Riders Europe. Five riders from each team go head-to-head in two rounds of speed duels, with the chefs d'equipe from each team being very strategic in who they choose for each match-up. Wins in Round 1 earn the rider's team 10 points, while in Round 2 things get more heated with each win accumulating 20 points for the team.

In the Riders Masters Cup at the 2018 LMNY, the team title came down to a breathtaking race between USA's McLain Ward and Europe's Harrie Smolders. Both riders held nothing back as they galloped around, but Smolders stopped the timers a few seconds faster than Ward to give Riders Europe the victory.

"That final duel was really one for the ages," said Ridland about the 2018 finish. "It's really exciting to see the top riders in the world going for speed. It's a great format. We'll be back again!"

- If you like seeing top riders set the crowd alight with blazing speed, you'll love the Longines Speed Challenge at LMNY on Friday, April 26. It's known as the fastest class in the world, and riders don't hold back as they race for the win. Instead of the usual four seconds added for a rail, only two seconds get added to a rider's time for each rail, making riders feel brave about taking all the risks.

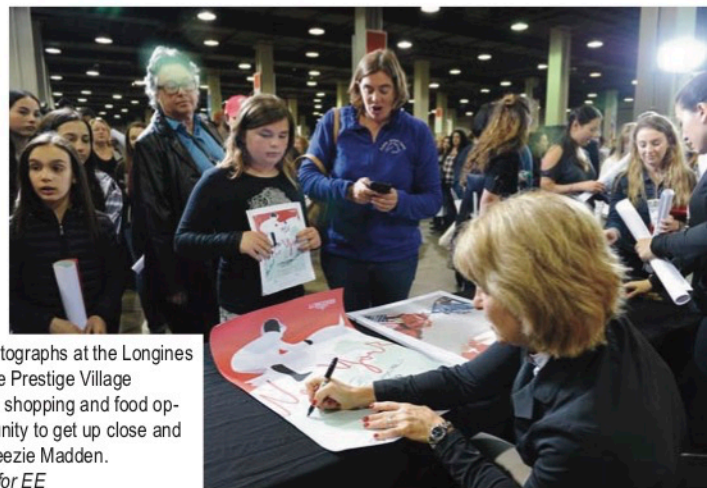
Kevin Staut won the Longines Speed Challenge at Paris in December 2018. The French crowd chanted "Kevin, Kevin," as Staut entered the ring, then cheered wildly and shook French flags as he turned and burned on Ayade de Septon et HDC to take the victory. "The strategy we developed with Philippe Guerdat was to be cautious in the beginning. Then, I felt Ayade de Septon HDC was really game," Staut said. "She was going better and better and proved generous all along, so I started taking risks. My concentration tuned out the noise, but I felt the crowd behind us."

- The top international riders will go head to head again for the prestigious title of winner of the Longines Grand Prix



McLain Ward and Clinta captured the title in the 2018 \$382,200 Longines Masters Grand Prix of New York. *Photo by Sportfot*

Catie Staszak, Georgina Bloomberg, Beezie Madden and Laura Kraut - Riders Masters Cup - Announcer Catie Staszak (left) and Riders USA teammates (from left) Georgina Bloomberg, Beezie Madden and Laura Kraut watched intently as McLain Ward rode in the 2018 Riders Masters Cup. *Photo by Jump Media*



Beezie Madden Signs Autographs at the Longines Masters of New York - The Prestige Village features not only fantastic shopping and food options, but also the opportunity to get up close and personal with stars like Beezie Madden. *Photo by World Red Eye for EE*

of New York on Sunday, April 28. Last year, New York's own McLain Ward, a two-time team gold-medalist for the USA, won the class on Clinta. It was Clinta's first headliner win with Ward, as their partnership was new at that point. But the gray mare would go on to help the U.S. team win gold at the 2018 FEI World Equestrian Games and become a superstar.

Some of the top U.S. riders are scheduled to compete at LMNY, including Ward, New York City's own Georgina Bloomberg, Olympic team gold medalist Beezie Madden, and more. Top-ranked counterparts from Europe will join them in the quest to win the Longines Grand Prix of New York. There's a stunning incentive to win the Longines Grand Prix at each of the series stops—a Grand Slam of Indoor Show Jumping Bonus of €1,000,000 for winning three grand prix classes consecutively in the Longines Masters series of Paris, Hong Kong, and New York from one season to the next. If a rider wins all three Longines Grand Prix events in one season, they'll earn a €2,250,000 bonus!

- The show isn't just a horse show—it's an experience full of entertainment, art, fine dining, and family fun. "They're really making this an entertainment spectacle, which is phenomenal," said McLain Ward. "It's something that's been missing in promoting our sport; making it more exciting to a more diverse audience."

- The Prestige Village at LMNY provides something for everyone, with some of the world's finest luxury brands and equestrian retailers making it a fantastic shopping destination. Chic equestrian fashion, gorgeous contemporary art, and top-of-the-line equestrian goods will satisfy all tastes.

There will also be a corner for kids with horseless jumping, pony rides, and more.

- You can get up close and personal with your heroes. Top riders like Beezie Madden and Georgina Bloomberg take the time to sign autographs and chat with fans in the Prestige Village. You can also watch the warm-up area to study the strategies of the best riders in the world.

- Even when the horses aren't jumping, there's so much to do. With unique dining experiences and live music in the Prestige Village, LMNY will delight fans and families. A food truck festival on Thursday, a collection of offerings from top New York City restaurants on Saturday, and a Champagne and oyster brunch on Sunday, there's something for everyone in the culinary offerings.

- The EEM Society provides fans with a spectacular way to experience LMNY. As a privileged member of the EEM Society, participants can enjoy a unique blend of luxury, glamor, networking, and lifestyle. Three levels of hospitality offer customized experiences with ringside seating and unlimited food and beverages in the Grant Thornton VIP Lounge, and

- It's all on TV! In November 2017, EEM debuted EEM.tv, which offers viewers the chance to follow along with the competition at all EEM events worldwide, live and free of charge.

To find out more about Longines Masters of New York, visit www.longinesmasters.com/en/new-york and to buy tickets visit www.longinesmasters.com/en/ticketing/new-york.