



MEDIA RELEASE

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2009 AUSTRALIAN INTERNATIONAL 3 DAY EVENT SET TO RIDE AGAIN!

The 2009 Australian International 3 Day Event appears to have been saved with tens of thousands of dollars being pledged by equestrian enthusiasts and public supporters from all across Australia and around the world.

Event director – and dual Olympian – Mrs Gill Rolton said she was thrilled by the incredible generosity that the event had attracted since making the announcement three weeks ago that the 2009 Adelaide event was facing the axe because of a budget shortfall.

“The response has been nothing short of extraordinary,” she said, “And based on the pledges that we’ve received so far, the Board of management now feels confident we have the financial backing to proceed.”

The 2009 Australian International 3 Day Event will be held in the Adelaide parklands from November 13 to 15 and this year will also host the hotly contested Trans Tasman Championship.

Chairman of the not-for-profit Board of the Adelaide Horse Trials Management Inc which runs the AI3DE – Bob Gillen – said the event was still looking for a “naming rights” sponsor and would continue to work hard to attract new corporate supporters as well.

“We’re extremely grateful to all of those who’ve already made such a passionate plea for the survival of the event and obviously we would be delighted to accept any further donations or pledges of support,” he said.

“The South Australian Government’s ongoing and increased support, through the South Australian Tourism Commission, has been critical to the continuation of the event. We’re very grateful for that, as we are for the support from our long time sponsors Equestrian Australia, the Adelaide City Council, Adelaide Equity Partners and Channel 7”.

Mr Gillen said the Board was now determined to expand the event’s Trade Village, and Corporate Hospitality Marquee and various other attractions to build on the Board’s vision of making the Australian International 3 Day Event a major drawcard.

“We’re thrilled to see the South Australian community vote with their wallets – even in these tough times - to support keeping a great South Australian event here in our State. We can’t say thank you enough.”

The highly regarded Australian International 3 Day Event is the only Olympic 4* Equestrian competition in the Southern Hemisphere and one of only six in the world, taking its place alongside Badminton and Burghley in the United Kingdom, Kentucky in the US, Pau in France and Luhmuhlen in Germany.

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