**Issued on behalf of Stena Line**

**Date: 18th April 2019**

**Stena Line Dublin Horse Show leads the field at**

**Irish Sport Industry Awards Ceremony**

Europe’s leading ferry company Stena Line has been awarded the **Best Sports Sponsorship of the Year** award at this year’s **Irish Sport Industry Awards** for its sponsorship of the Dublin Horse Show. Stena Line took over sponsorship of the iconic Irish sporting and social event in 2018 and is currently preparing for an even bigger event in 2019.

The awards ceremony was held recently at The K Club and as Stena Line’s Travel Commercial Manager Diane Poole OBE said, it was a special night for all those associated with the Stena Line Dublin Horse Show. Diane Poole said: “We are absolutely thrilled that the 2018 Stena Line Dublin Horse Show picked up this prestigious award. Sports sponsorship is an extremely competitive sector and for our event to be recognised in this way is a tremendous achievement not only for Stena Line, in our first year of sponsorship of this iconic event, but also for the team at the RDS who provided so much support and expertise. We all hope the 2019 Stena Line Dublin Horse Show will be an even bigger and better event and look forward to showcasing our brand and its value to an even greater audience.”

The *Best Sports Sponsorship* category recognised a successful and sustained sponsorship or commercial partnership of a sporting event, competition, federation, team or individual. Judges wanted to reward evidence that the objectives set out were delivered, specifically in terms of participation/attendance numbers, Brand awareness or sport promotion.

The Dublin Horse Show, now in its 146th year, is not only the highlight of the equestrian calendar in Ireland but it is also one of the most iconic social events of the year attracting over 100,000 visitors each year to the famous RDS venue. This year’s event takes place from 7–11 August at the RDS and in addition to world class international equestrian competitions it will also include a range of other activity, including over 300 shopping stalls, roving entertainment, food and drink outlets around the grounds and National Show Jumping finals for all ages. Over 1,500 horses and ponies will compete across 132 classes and competitions during the five-day event.

Stena Line is the largest ferry operator on the Irish Sea, offering the biggest fleet and the widest choice of routes between Britain to Ireland including Belfast to Liverpool and Heysham, Belfast to Cairnryan, Dublin to Holyhead and Rosslare to Fishguard routes, a total of 232 weekly sailing options between Britain and Ireland. Stena Line also offers a direct service from Rosslare to Cherbourg with three return crossings a week.

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**NOTE TO EDITOR: For further information please contact Lawrence Duffy of Duffy Rafferty Communications on Belfast +44 (0) 28 9073 0880.**