19th July 2018

Launch of: 2018 Longines FEI Jumping Nations Cup™ at the Stena Line Dublin Horse Show

* European Champions back on home soil
* Stena Line new title sponsor for Show
* Strong sales for 2018: tickets, corporate hospitality, trade stands

Over 1600 horses and ponies, the return of a victorious Irish team, superb show jumpers from all over the world, as well as style, fun, food and glamour... it must be the 2018 Longines FEI Jumping Nations Cup™ of Ireland at the Stena Line Dublin Horse Show.

The Show promises its unique mix of style and sport over five days August 8-12, with top-class international show jumping, many national equestrian competitions, shopping, socialising, elegance and heritage seamlessly combining over the week. Corporate hospitality is already fully booked out, ticket sales have been consistently strong and increased entries in many competitions mean 2018 is on course to be one of the busiest and best Shows for years.

New for 2018, leading ferry company Stena Line has become title sponsor of the Show, while in a link-up with the FEI (the governing body of international equestrian sport), the Nations Cup™ across Europe is sponsored by Longines, including the Dublin leg of this eight-part series.

Speaking at the launch, Diane Poole OBE, Stena Line’s Travel Commercial Manager said: *“Stena Line is delighted to confirm its position as title sponsor of the Dublin Horse Show for 2018. As one of highest profile sponsorships in Ireland, the Show is not only the highlight of the Irish equestrian calendar, but it is also one of the most iconic social and cultural events of the year attracting 100,000 visitors.”*

CEO of the RDS, Michael Duffy said: *“All signs suggest that this could be one of the best Shows yet and we are really looking forward to it. We are delighted to welcome back a tremendously strong international Irish team and are also really looking forward to the many national competitions that take place over the week, the qualifying for which has been very strong this year. As well as being an important social and sporting event for people around Ireland, the Longines FEI Jumping Nations Cup™ of Ireland at the Stena Line Dublin Horse Show has significant effect on the economy of the city, contributing at least €45 million each year.”*

Continuing, Diane Poole OBE also spoke of another equestrian partnership for Stena Line: *“Today, we are also proud to confirm leading Irish show jumper Bertram Allen as a Stena Line Brand Ambassador for the next year. This association further underscores Stena Line’s commitment to Irish equestrianism and I would like to take this opportunity to wish Bertram the very best of luck at this year’s Show and the many events he will compete in around the globe during the next 12 months.”*

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**Bertram Allen,** who was also in attendance at the launch, added *“I’m delighted to have the opportunity to work in partnership with Stena Line, Europe’s leading ferry company and help them engage with the show jumping community in Ireland and beyond.”*

*“Operating a complex team of horses and staff I fully appreciate the logistical challenges of travelling between countries and feel I can bring a unique experience to the partnership and I’m personally thrilled Stena Line is keen to develop its links with our sport and the businesses underpinning it.”*

Speaking about the Show he added *“For me, August always means the RDS. It’s a really unique Show and one that many international riders really look forward to competing at.”*

At the Show, the Irish show jumping team, the current European Champions and last year’s RTÉ Sport team of the year, will make their first competitive appearance back on home soil since their amazing victory in Sweden last year.

**-ENDS**

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The Dublin Horse Show is widely considered to be one of the best equestrian shows in the world and is operated by the RDS on a not-for-profit basis in order to make it the best possible Show for the Irish sport horse industry. The RDS manages, resources and underwrites the CSIO 5\* Show each year, which had a total cost of €4.9 million in 2017. Equestrianism is vital way in which the RDS fulfils its mission of seeing Ireland thrive culturally and economically.

The 2018 Stena Line Dublin Horse Show takes place August 8-12. Tickets are available through ticketmaster.com