

MEDIA ADVISORY

MEDIA CONTACTS: Judy Wardrope
info@jwequine.com
(780) 361-3744
www.jwequine.com

Ceci Flanagan-Snow
ceci@eclipsecommunications.ca
(506) 644-8209
www.eclipsecommunications.ca

PHOTOGRAPHY: Cealy Tetley
ctetley@videotron.ca
(450) 458-7485
www.tetleyphoto.com

WEBSITES: www.canadianequestrianteam.ca www.dressagecanada.org
www.drivecanada.org www.equinecanada.ca
www.erabc.com www.canadianeventingteam.com
www.jumpcanada.ca www.reiningcanada.com
www.sprucemeadows.com www.vaultcanada.org

Seven Canadian Equestrian Teams to compete on the world stage

Calgary, AB – July 31, 2006 – From August 20th to September 3rd, the Canadian Equestrian Team, including representatives from six separate competitive disciplines (Dressage, Endurance, Eventing, Reining, Show Jumping and Vaulting), will be vying for top honours at the FEI World Equestrian Games (WEG) in Aachen, Germany. Due to space limitations at WEG, the World Singles Driving Championships are being held in Pratoni del Vivaro, Italy, just outside Rome, September 21st - 24th.

Coming your way:

Between August 7th and 15th you will be receiving seven Media Releases, with accompanying photographs, detailing each teams' status, plans and competitive strategies. Potential story lines will be provided as well.

Media outlets in each participant's home town will receive a reminder about their local person's involvement and a request to encourage local residents to cheer for their local representative.

During the WEG, Media Releases will be distributed regularly, with accompanying photographs when possible, updating you on the various Team members' progress.

Background Information:

On the Spruce Meadows website (www.sprucemeadows.com) there will be a special section devoted to WEG Team information including Participant Profiles, Guides to each of the disciplines (what it is, how it's scored, planned competitive strategies, what to look for, etc.) as well as links (above) to each discipline's website. There will also be a special "Daily Diary" section with up-to-the minute highlights and updates on the riders, horses, grooms, owners and support personnel without whom the Team could not function.

For further information, follow-up or questions, please contact either of the Media Contacts listed above.

For same-day television coverage of the highlights from Opening Ceremonies to Closing Ceremonies, including each of the competitive disciplines, check the schedule at <http://www.cbccountrycanada.ca/worldequestrian.html> CBC Country Canada, who will be providing extensive coverage of the FEI World Equestrian Games.

For "Daily Diary" updates from the 2006 World Equestrian Games, profiles and more, go to:

www.sprucemeadows.com

News about the Canadian Equestrian Team proudly supported by Spruce Meadows.

