

MEDIA ADVISORY

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www.erabc.com
www.jumpcanada.ca
www.sprucemeadows.com

www.dressagecanada.org
www.equinecanada.ca
www.canadianeventingteam.com
www.reiningcanada.com
www.vaultcanada.org

A Baker's Dozen of Story Ideas and Trivia

Wednesday, August 16, 2006 - With opening day for the 2006 FEI World Equestrian Games just around the corner, here are just a few tantalizing tidbits about the people and horses that make up the Canadian Equestrian Team in seven distinct disciplines (sports): Dressage, Driving, Endurance, Eventing, Jumping, Reining and Vaulting.

Answers to the questions below, and much more, can be found at:

<http://www.sprucemeadows.com/weg/index.htm>

Spruce Meadows is generously supporting the media relations and communications efforts on behalf of the Canadian Equestrian Team. A large part of that support is providing a website location where all of the information about all of the teams can be found in one spot - for your convenience. References are also provided to each discipline's individual website for more in-depth information.

Just think of the stories that may be generated by the answers to these questions - stories that will appeal to the hearts and minds of your audience!

1. Which horse in which discipline is deaf? And does it affect performance - negatively, positively, or not at all? What's the impact on the relationship between horse and rider?
2. Who is the oldest team member? And, how rugged a sport are they facing?
3. Is age an advantage (experience) or a disadvantage (physical limitations, if any)?
4. Who is the youngest team member? Will youth lose out to experience?

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

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5. Which athlete has won an Olympic medal in another sport?
6. Who has won medals at previous World Equestrian Games?
7. Which horse is related to the famous 'Big Ben'?
8. Which riders were competitive swimmers prior to their equestrian careers?
9. Are they complimentary sports? Why?
10. Who had to compete in a qualifying round with a broken hand - and still made the team?
11. Which are the oldest and youngest horses in each discipline? What difference does the age of the horse make?
12. Who are the tallest and shortest human competitors? Does the size of the rider impact performance?
13. Which horse in which discipline is blind in one eye? And does it affect performance - negatively, positively, or not at all? What's the impact on the relationship between horse and rider?
14. Which, or how many, athletes have family members grooming (and what's that mean?) for them? How important is the support of family to athletes competing on the world stage?
15. Which horses were bred to perform in a discipline other than the one they're doing, and succeeding in, now?

Media Relations and Communications are being handled by Judy Wardrope (JW Equine) and Ceci Flanagan-Snow (Eclipse Communications). Both will be on-site, in Aachen, beginning with the opening ceremonies on Sunday, August 20th and continuing until after the closing ceremonies on Sunday, September 3rd. In addition, Cealy Tetley, Tetley Photography, will be there as well and available to provide photographs on request. Should you be interested in arranging interviews with any of the Canadian Equestrian Team members - riders, grooms, veterinarians, Chefs d'Équipe, farriers, chiropractors, massage therapists and other support people, please contact either of us by email and every effort will be made to accommodate your request. If you would like specific photographs, please contact Cealy directly via the email address below.

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