

WHAT: CCI**** (4*) (Concours Complet Internationale) The highest level of an Advanced Three-Day Event. The Ariat Kentucky Reining Cup will be held the same week at the Kentucky Horse Park.

GENERAL PURPOSE: To provide a competition annually that by its scope and demand affords the U. S. Equestrian Federation (USEF) the opportunity to evaluate candidates seeking competition or development grants or to be named to a U.S. team representing this country in international championships. This year's Rolex Kentucky Three-Day Event features selection trials to choose the U.S. Eventing team for the 2012 London Olympic Games. The nation's best horses and riders will be competing in the hopes of earning places on the team for this summer's Olympics.

FOUR STAR STATUS: The Rolex Kentucky Three-Day Event, presented by Bridgestone, hosts the Western Hemisphere's only annual Four Star Three-Day Event. In 1998, Rolex Kentucky became only the third annual Four Star event in the world, joining the venerable English events of Badminton (1949) and Burghley (1961). After Rolex became a Four-Star Event, three more Four Star events were added – in Adelaide, Australia, Luhmühlen, Germany and Pau, France. Olympic Games and World Championships, held every four years, are the only other Four Star competitions.

EXPECTED ATTENDANCE: Spectators: 60-100,000; Riders: 50 from U.S., Canada, New Zealand, Great Britain, Australia, France, Ireland; Horses: 55; Volunteers: 2,000; Media: 200

GROUNDS: The Kentucky Horse Park, a 1,212-acre park opened in 1978 by the Commonwealth of Kentucky. It was officially opened the weekend following the 1978 World Three-Day Event Championships, which were held at the Park, September 14-17. The Kentucky Horse Park was also the site for the 2010 Alltech FEI World Equestrian Games.

ORGANIZER: Equestrian Events, Inc., (EEI) a non-profit charitable Kentucky corporation established initially to produce the 1978 World Three-Day Event Championships at the Kentucky Horse Park. The Event is currently run by the 24 person volunteer EEI Board of Directors.

STAFF and OFFICIALS: Lisa Ball, President, Equestrian Events, Inc.; Christina Gray, Director of Competition; Derek DiGrazia (USA), Course Designer; Mick Costello, Course Builder; Richard Jeffery (GBR), Stadium Designer; Rudiger Schwarz (GER), Technical Delegate; Andrew Bowles (NZL) & Mary Duenow (USA), Assistant Technical Delegates; Anne-Mette Binder (DEN), President of the Ground Jury; Nick Burton (GBR) & Michel Asseray (FRA), Ground Jury Members; Dr. Catherine W. Kohn (USA), Veterinary Delegate; Dr. Lisa M. Crump (USA), Associate Veterinarian; Karen Winn (USA), Chief Steward; Marty Bauman (USA), Chief Press Officer.

TITLE SPONSOR: Rolex Watch U.S.A., is the official timepiece of the United States Equestrian Federation (USEF), is Title Sponsor of the Kentucky Three-Day Event. This association with EEI began in 1981.

PRESENTING SPONSOR: Bridgestone Americas Tire Operations, LLC, a corporate sponsor of the United States Equestrian Federation (USEF). This association with EEI began in 2010.

ROLEX GRAND SLAM OF EVENTING: The \$350,000 Rolex Grand Slam of Eventing is awarded to any rider who wins the Rolex Kentucky, Mitsubishi Motors Badminton and Land Rover Burghley Four Star Events in succession. Pippa Funnell of Great Britain, who won all three in 2003, is the only rider to win the Rolex Grand Slam.

OTHER SPONSORSHIP: Financial Services Sponsor – HSBC; Automotive Sponsor – Land Rover; Sustaining Sponsor – United States Equestrian Federation (USEF)

TRADE FAIR: Part of Rolex Kentucky since 1976. Merchandise includes designer clothing, artwork, gifts, sport clothing, horse-related items, Event souvenir items and many more. Horse enthusiasts can make major purchases (saddles, boots, etc.) at the Trade Fair because the large number of tack shops affords a volume of offerings in one location.

WEBSITE: www.rk3de.org.

TICKET OPPORTUNITIES: Several options for attending the Rolex Kentucky Three-Day Event are available. For complete information, please visit the Website.