



Media Accreditation/Press Credentials 2010 Rolex Kentucky Three-Day Event



Kentucky Cup Dressage and Jumping Test Events for the 2010 Alltech FEI World Equestrian Games

The Competition

The **2010 Rolex Kentucky Three-Day Event**, April 22-25, 2010, at the Kentucky Horse Park in Lexington, KY, will run a CCI**** and the 13th championship for the U.S. Equestrian Team Foundation Pinnacle Cup, signifying the zenith in Eventing competition in the United States. The event draws over 80,000 spectators and is seen by millions more on worldwide telecasts including a one-hour special on NBC in the United States.

Enhancing this year's schedule will be the official **Kentucky Cup Dressage and Jumping Test Events for the 2010 Alltech FEI World Equestrian Games (WEG)**. These Test Events will include at least one competition each day, starting on Tuesday, April 20 and continuing through Sunday, April 25. **The 2010 Rolex Kentucky Event also will be a Kentucky Cup Test Event for the WEG Eventing discipline.** The World Equestrian Games will be held at the Kentucky Horse Park- September 25-October 10.

The Rolex Kentucky Three-Day Event features this country's best horses and riders and international stars vying for their share of \$250,000 in prize money. Adding to the drama and excitement of this year's Rolex Kentucky Three-Day Event will be the attempt by Oliver Townend of Great Britain to become only the second rider in history to win the \$350,000 Rolex Grand Slam of Eventing, awarded to any rider who wins the Rolex Kentucky, Mitsubishi Motors Badminton and Land Rover Burghley Four Star Events in succession. Townend has won the first two legs and next April he will seek to join Pippa Funnell of Great Britain, who turned the trick in 2003, as the only riders to win the Rolex Grand Slam.

The only Four Star Event in the Western Hemisphere, the Rolex Kentucky Three-Day Event is the premier competition for the top horses and riders in the Olympic sport of Eventing. Past winners include United States Olympic Medalists David and Karen O'Connor, Kim Severson and Phillip Dutton, New Zealand's Blyth Tait and Nick Larkin, Pippa Funnell of Great Britain and Andrew Hoy, Clayton Fredericks and Lucinda Fredericks of Australia.

The Alltech FEI World Equestrian Games are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). The Games are held every four years and the 2010 Games will mark the first time that equestrian sport's biggest event is being held outside Europe.

Eligibility for Press Credentials

In order to be eligible to receive Press Credentials, you **MUST**:

1. Be associated with or on assignment for a specific publication, news service, newspaper, website or radio or television station;
2. Submit a letter of assignment, on the assigning company's letterhead, with the request for press credentials.

To ensure that those receiving press credentials are bona fide members of the press, and to maintain eligibility for the following year, you **MUST** provide this letter of assignment.

Editors assigning more than one photographer are asked to designate ONE primary photographer.

NOTE: Photographers wishing to shoot from within the arena will be expected to adhere to a strictly enforced dress code.

Use Accompanying Form to Request Press Credentials

Press credentials should be requested using the accompanying form. Press admission and parking passes will be mailed to those approved for credentials. Please mail the completed form to Classic Communications at the address on the form.





**Rolex Kentucky Three-Day Event
 Kentucky Cup Dressage and Jumping Test Events
 for the
 2010 Alltech FEI World Equestrian Games
 April 20-25, 2010**



REQUEST FOR PRESS CREDENTIALS

NAME: _____

PUBLICATION/ORGANIZATION: _____

ADDRESS TO WHICH CREDENTIALS SHOULD BE SENT: _____

CITY/STATE/ZIP CODE: _____

COUNTRY: _____

TELEPHONE (cell/office): _____

FAX: _____

E-MAIL: _____

MUST BE SIGNED BY EDITOR: _____

(Assignment Editor Signature)

***ATTENTION EDITORS:** If you are assigning more than one photographer, please designate the name of your primary photographer. You may designate only **ONE** primary photographer. A separate Press Credentials application must be completed for **each** person.

PLEASE CHECK ONE

- Journalist
- Photographer
- Editor

PLEASE CHECK ONE

- Newspaper Radio
- Magazine News Agency
- Television Website

PLEASE CHECK IF YOU ARE

- IAEJ Member
- Editor** *please check if this is your primary photographer*

I am on assignment for _____ and a **letter of assignment on the assigning company's letterhead** is enclosed with this request.

[] I would like accreditation for the **Rolex Kentucky Three-Day Event** and will be arriving on _____.

[] I would like accreditation for the **Kentucky Cup Dressage Test Event** and will be arriving on _____.

[] I would like accreditation for the **Kentucky Cup Jumping Test Event** and will be arriving on _____.

[] I will attend the Rolex Kentucky Press Tour of the Cross-Country Course on Thursday, April 22.

PLEASE RETURN THIS FORM WITH LETTER OF ASSIGNMENT TO:

Classic Communications, 38 Mechanic Street, Suite 101, Foxboro, MA 02035-2042
 (508) 698-6810 – Telephone info@classic-communications.com

PLEASE DO NOT FAX

