

## **NOTE BY HRH PRINCESS HAYA, FEI PRESIDENT**

Dear media professionals,

The Reem Acra FEI World Cup Dressage™ series showcases the best in FEI Dressage and brings together the top riders and the best locations. Riders at this level are the ambassadors of our sport and are instrumental in keeping the spotlight focused on elite performance, while inspiring talented young riders to deploy the dedication that is necessary to reach the top.



The origins of Dressage can be traced back to Ancient Greece and it is considered to be the most artistic equestrian discipline. The highest expression of horse training, it is used as the groundwork for all the other equestrian disciplines. In recent years, the popularity of this aesthetically pleasing sport has increased rapidly.

As the international governing body of horse sport, we are aware of the important role that you, the media professionals, play in ensuring the visibility of our events around the world. It is your words and images that convey the emotion and excitement of equestrian sport and fuel and sustain the public's interest in it.

We do our utmost to provide you with accurate information and welcome your questions on every aspect of our sport. The media guide is designed to assist you with your work. It includes names, dates and venues, as well as an ample amount of accompanying detail relating to all the former FEI World Cup™ Dressage competitions.

This season, we are delighted to welcome the internationally renowned fashion designer Reem Acra in her new role as title sponsor of the FEI World Cup™ Dressage Western European League and Final. Dressage is a discipline that is reputed for its creativity and elegance and it is these characteristics, combined with passion, that have enabled Reem Acra to make her name in the competitive world of fashion. Her clients include Angelina Jolie, Halle Berry, Beyonce Knowles, Catherine Zeta-Jones and Eva Longoria, while her ready-to-wear and bridal collections are carried by 150 of the world's most exclusive retailers. Reem Acra's sponsorships therefore brings additional glamour to what is already one of the world's most stylish sports.

The 2010/2011 series comprises 30 qualifying competitions worldwide and the most successful athletes will go on to the Reem Acra FEI World Cup™ Dressage Final in Leipzig in April 2011, which is organised at the same time and place as the Finals of the Rolex FEI World Cup™ Jumping and the FEI World Cup™ Driving.

On behalf of my fellow FEI Bureau members and the staff at the FEI Headquarters in Lausanne, Switzerland, I wish you all an enjoyable season covering the Reem Acra FEI World Cup™ Dressage series and final.

A handwritten signature in black ink, appearing to read 'Haya', with a small dot at the end.

HRH Princess Haya  
FEI President