



Dear media professionals,

I am delighted to introduce to you the 2009 Media Guide for the Meydan FEI Nations Cup™.

The Nations Cup Series started in 1909, 13 years before the Fédération Equestre Internationale (FEI) was founded and now, celebrating its 100th anniversary, it has become our most prestigious team Jumping competition.

And yet the series wears the cloak of tradition lightly and is showing us that its history has been created through its ability to innovate. The exciting new format, which you will see here, now includes 10 teams at 8 events in La Baule,



Rome, St. Gallen, Aachen, Rotterdam, Falsterbo, Hickstead, ending with the world famous Dublin Horse Show in August.

This exciting year with its anniversary and new format is being made all the more memorable by the support of Meydan, the name behind the biggest sporting development in the world, the iconic Meydan Racecourse.

'Meydan' is an Arabic word, which translated literally means, 'the arena', a meeting place where people come to discuss, compete and achieve. It is an environment that encourages competition and co-operation to live side-by-side in harmony. A habitat created to promote excellence and fair play in sport, commerce, life and much more. So the partnership between Meydan and the FEI is a perfect fit for everything that we collectively aim to achieve.

Our continued success in gaining public interest for our athletes and for FEI sports is directly related in no small part to you, the media professionals who help to ensure our visibility by delivering coverage of our major events to sports fans everywhere. As the international governing body for equestrian sports, our duty is to assist you by providing open communication and accurate information, and to welcome your questions on every aspect of our sport. I believe this media kit is one of the tools through which we can deliver this service.

On behalf of my fellow FEI Bureau members and the FEI headquarters I wish you an enjoyable season covering some of Jumping's finest shows.

FEI President

A handwritten signature in black ink, which reads 'Haya' in a cursive, elegant script.

HRH Princess Haya, FEI President