

LYON
EUREXPO
31 OCTOBRE
4 NOVEMBRE
2018

THE EQUITA PRESS SERVICE ELECTED “BEST PRESS OFFICE 2017-2018 FOR THE LONGINES FEI WORLD CUP JUMPING SERIES”

The Equita Press Office has just been elected “Best Press Office” of the Western European League among the thirteen stages of the 2017-2018 Longines FEI World Cup Jumping Series, at a ceremony held at the AccorHotels Arena in Paris, as part of the Longines FEI World Cup Jumping and FEI World Cup Dressage Finals, organised by GL events Equestrian Sport. The Equita Press Office was awarded the same prize in 2015-2016.

The distinction was awarded by the journalists themselves, after they had assessed, among other things, the quality of the on-site hospitality and reception, the information distributed before, during and after the event, and the availability and helpfulness of the staff devoted to looking after the media services.

In 2017, the Equita Press Office was run jointly by GL events Equestrian Sport, the event organiser, and the Lyon-based press relations agency Blizko. Some 200 journalists from all over the world were present at the event.

For Sylvie Robert, the Head of GL events Equestrian Sport, “this award acknowledges the quality of the press service provided by GL events Equestrian Sport and its partner Blizko, who work with passion and professionalism to promote the media coverage of Equita, the Longines FEI Jumping and FEI Dressage World Cups, and equestrian sports in general.” GL events Equestrian Sport is the organiser of Equita and has been the partner and service provider to Hermès for the sports and logistics aspects of the Saut Hermès since 2010. It is also the organiser of the Longines FEI Jumping and FEI Dressage World Cup Finals at the AccorHotels Arena in Paris from 11 to 15 April 2018. Moreover, the GL events Group has been responsible for installing all the equestrian structures and overlays for the Summer Olympic Games since Sydney in 2000.

The next edition of Equita Lyon will take place from 31 October to 4 November 2018 at Lyon-Eurexpo. More than 170,000 people are expected to attend.

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