September has got off to a flying start here at Kelsall Hill and it’s about to get even more awesome!

Our horse trials are almost upon us and we’ve received entries from a world-class line up of riders. There’s been plenty of changes out on course and we’re all set for 3-days of exhilarating equestrian sport.

We can’t wait to welcome you, so here’s a little more information to whet your appetite.

**In this issue...**

**Watch the stars come out!**

This year’s feature classes look set to offer some spectacular eventing action. Check out some of the runners and riders who are lining up this September.

**Sponsorship IT!**

Have you ever considered event sponsorship? We meet some of the companies who are sponsoring at our autumn event.

**Draw It to Jump IT**

Shout out to the colouring collective, the arty army, the dedicated doodlers! Our Draw IT competition is back for 2017. And with a twist …

**More reasons to LOVE IT**

Get a warm, fuzzy feeling by checking out some of the amazing charities involved with our event.

*P.S. Did you know that we are the champions?!
Let’s begin by spinning back the clock to September 2016 …

The big news was that man-of-the-moment Oliver Townend took pole position in the Open Intermediate (OI) with ‘Ballaghmor Class’. Meanwhile, our very own Michael Owen claimed victory in the Intermediate (I) aboard ‘Jim’s Pal’.

Michael is set to return this year with several horses entered across the levels including Jane and Mike Jenning’s ‘Bradeley Law’ in the OI. Kelsall Hill will mark this horse’s return to competition having spent a quiet 2017 due to injury.

Watch out for Mike’s girlfriend Ashleigh Dean, who will be making her maiden voyage with ‘The Highland Prince’ in the BE90(Open). Michael campaigned this incredibly consistent horse for 11-years before taking the decision to retire him from top-level competition earlier this season.

THEY’RE A CLASS ACT!

We’d like to congratulate Oliver Townend on his impressive win at The Land Rover Burghley Horse Trials with ‘Ballaghmor Class’.

We’ve had the pleasure of following this young horse’s progress from his very first BE100 at Kelsall Hill in 2012, through to his OI victory at last September’s event.

FRESH FROM BURGLEY

We’ve received entries from some world-class riders who were part of the field at Burghley Horse Trials including this year’s runner up Piggy French! How exciting is that?

Spectators can also expect to see the likes of Australia’s Andrew Hoy, our ‘cover-girl’ Louise Harwood, Paul Sims and Simon Grieve in action at Kelsall Hill.

And did you know that our course designer Captain Mark Phillips also designs Burghley’s iconic cross country course? Mark paid us a visit recently to re-position our fences and we can report that there’s plenty of changes awaiting riders at each level.

With the brilliant viewing opportunities available, you’ll be able to watch all the action as it unfolds!

SO, WHO ELSE CAN YOU EXPECT TO SEE AT KELSSLALL?

Well, Team GBR Silver Medallist Jeanette Brakewell will be in attendance and we’ve received entries from international competitors such as Brazil’s Carlos Parro and China’s Alex Hua Tian.

Alex has several horses entered in the Novice and OI classes including ‘Serenade III’ and ‘Dooney Rock’ who he rides for Lesley Bradshaw, one of our principle sponsors from Istanbul BBQ Chester.

ONE TO WATCH

Talented young rider Sam Ecroyd has several horses listed in our entries. Playfully dubbed as ‘the Harry Styles of the Eventing World’, this charismatic 20-year-old is definitely one to watch and spent last winter training with the one-and-only Michael Jung!

Sam is currently residing in 4th place position in the Goldman Cup League table. This prestigious award is presented annually by British Eventing to the leading U21 rider.

WOW…

That’s a whole lot of talent! And the best bit is that YOU guys are invited to join us to catch a glimpse of this star-studded line up.

Entry is just £10 per car… and that’s regardless of how many bottoms are filling your seats. BE members get in for free with a valid membership card.
Have you ever considered event sponsorship?

Meet three of the companies supporting our autumn event:

COMPANY: EQUERRY HORSE FEEDS
SPONSORSHIP: THE DRESSAGE ARENAS
Ah, ‘stress-age’! Some riders love it and, well, some just don’t!
However, whether it’s your cup of tea or not, it’s a central part of any event.
We’re delighted to work again with Equerry Horse Feeds as the sponsors of our carefully manicured, laser-levelled dressage arenas.
Manufactured in Cheshire, Equerry Horse Feeds have been producing high-quality feeds since 1675. Their wide range of feeds are expertly formulated using the only the finest of ingredients to provide the balance of nutrients and energy your horse requires to optimise their performance - regardless of your chosen discipline.
www.equerryhorsefeeds.com

COMPANY: ZEBRA PRODUCTS / KASTEL DENMARK
SPONSORSHIP: FENCE SPONSORS
Did you know that fence sponsorship can be a great way to bring your message to the masses?
You’ll be spotting the logo of Zebra Products Ltd this September as they are sponsoring a cross country fence with the clothing brand, Kastel Denmark. Established in 2000, Zebra Products Ltd are the leading distributor of premium equestrian brands in the UK and Ireland.
Kastel Denmark is a range of equestrian clothing owned by Charlotte Jorst. Inspired by the fortress ‘Kastels’ of her native Denmark and referencing elements of contemporary Danish design, these high-quality products are fashionable, functional and durable, while they offer protection against the harmful effects of sun exposure. As worn by this year’s Badminton & Burghley winners - Oliver Townend & Andrew Nicholson! What’s more, Kastel Denmark are kindly supplying prizes for the lucky winners of our BE80(T), BE90 and BE100 sections!
www.zebraproducts.co.uk

COMPANY: EQUINE AND CANINE SOLUTIONS
SPONSORSHIP: SECTION SPONSORS
More than 850 runners and riders will be heading to Kelsall Hill Horse Trials. These riders will be split into sections of approximately 40 competitors, with up to 7 sections running at each level.
With all that horse power, it’s a no-brainer that section sponsorship is another brilliant opportunity to raise brand awareness as every competitor must wear a number which is branded with the name of the section sponsor.
One of our section sponsors this September is leading animal physiotherapy practice Equine and Canine Solutions.
Company founder Rachel Greetham is one of the most respected animal physiotherapists in the country. She has a professional, caring and strong ethical approach to the treatment and handling of animals and this underpins all aspects of her business.
Rachel is renowned for her work with British Dressage, Show jumping, and Eventing teams and was physiotherapist to the British team at the Rio Olympic Games. In August, she travelled to the European Championships in Gothenburg to work with our dressage riders and show jumpers.
Although Rachel specialises in the treatment of horses and dogs, she is also qualified to treat human beings!
www.equineandcaninesolutions.co.uk

In It to Win IT!
Many of our sponsors generously donate prizes to riders placed at our events. This September companies offering prizes include:

Keep your eyes peeled…

Big thanks to our section sponsors, Liverpool International Horse Show who will be offering you the chance to WIN tickets to their fabulous show which is running 29-31 December, 2017.
Stay locked in to our Facebook page for more details.

And that’s in addition to the prize money received in many sections!
Shout out to the colouring collective, the arty army, the dedicated doodlers! We’re coming at you with another incredible drawing competition!

Oh yes, ‘DRAW IT’ is back for 2017 and there’s a twist... (Sound the drum roll please)
This year, YOUR designs could be turned into reality by our team of onsite fence builders. What an awesome competition we hear you cry!

Yup, and here’s how things will work:

1. **Drop by our ‘Draw IT’ marquee on Saturday 23rd and Sunday 24th September 2017**
2. **Find the drawing equipment and paper available for artists**
3. **Draw us your very best picture of a cross country fence**
4. **We’ll build ONE cross country fence based on ONE winning design which will be placed on our XC schooling field for all to enjoy**

(Here’s a word to the wise...the winning design must be above all safe, functional and buildable. Our fence builders are a wiz with a saw and a hammer but even they can’t work miracles).

**T&Cs**

ONE winning design will be selected by members of the Kelsall Hill team and judged on creativity, originality, and the feasibility of constructing a safe and durable cross country fence.

The winner (or their guardians) will be contacted by email and announced on our social media accounts by Sunday 15th October 2017.

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**IT’s for charity**

It’s great news that The North West Air Ambulance Charity and Guide Dogs for the Blind will be setting up shop with us this September in our trade stand area.

- The North West Air Ambulance Charity takes advanced healthcare to scene; reaching, treating and transferring patients to definitive care as quickly as possible. The charity is completely reliant on public and corporate donations to keep their helicopters operational.
- Guide Dogs for the Blind are committed to providing blind or partially-sighted people with the support they need to remain mobile with safety and confidence. They are best known for achieving this with their world-famous guide dogs, but their work encompasses so much more.
- And speaking of fundraising, don’t forget Emma Latham’s coffee morning on Saturday 23rd September! Proceeds will be shared between Macmillan Cancer Support and The Injured Jockey’s Fund.

All these charities do such an amazing job so please show your support. It’ll give you a warm, fuzzy feeling!