

American leg returns to Los Angeles October 1-4 and tickets are on sale now.

Swiss watchmaker Longines will become the official title partner of the Longines Masters series on three continents, with elite equestrian events in Europe, Asia and America. The Longines Masters of Los Angeles will kick off the 2015/2016 series as the world's top show jumpers and equine athletes compete for \$1 million in prize money at the Los Angeles Convention Center October 1-4.



Last year's inaugural event was a tremendous success and immediately rated as the number one indoor show jumping competition according to the North American Riders Group. The Longines Masters of Los Angeles will once again bring together 30,000 spectators for four unforgettable days of top-level equestrian sport, heart-pounding emotion and an unparalleled class of entertainment and glamour.

Friday showcases speed with the Longines Speed Challenge, considered to be the world's fastest class. Created in 2010 by EEM, it puts the speed, agility, power and precision of the riders and horses center stage. Faults are less heavily penalized than usual, giving free rein to speed, and resulting in an intense and highly entertaining race against the clock.

Saturday is the day of glamour, entertainment and generosity with the Gucci Gold Cup and the Charity Pro-Am Style and Competition, in which riders and celebrities dress up to raise money for charity partners. Each team will be judged on the number of penalties over the fences, the team's style and elegance, as well as the horse's style. Last year, the competition featured celebrity riders including Kaley Cuoco, Jessica Springsteen, Jennifer Gates, and Hannah Selleck, as well as Olympic champions such as Laura Kraut, Rodrigo Pessoa, Beezie Madden, Los Angeles rider Will Simpson, and many more.

Sunday is about elite performances with the Longines Grand Prix, an Olympic-level class with a

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course featuring jumps up to 1.60m in height, rounding off the second edition of the Longines Masters of Los Angeles. This Grand Prix will be particularly important for legendary British rider John Whitaker, who won the Asian leg of the circuit, the Longines Grand Prix of Hong Kong, and now has the chance of going home with the \$500,000 Grand Slam bonus if he wins the Los Angeles Grand Prix as well.

Alongside the major classes, the Masters will also welcome the USA's best junior, amateur and professional riders for the Prestige Trophy and Invitational Trophy classes, where the stars of tomorrow will rub shoulders with world champions of today.



Not Just Jumping

In addition to the competition, spectators can attend a magnificent dressage exhibition and Master Classes given by the best international riders, dine on refined cuisine from two Michelin-star chef Yves Mattagne, and enjoy live music in the exquisite lounge; additionally, they can explore the Prestige Village with its Kids Corner and shops from exclusive international partner brands.

Established in three of the biggest cities—Los Angeles, Paris and Hong Kong—the Longines Masters series is recognized by the FEI Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

EEM's objective is to create emblematic events that showcase the magic of show jumping and put equestrian sport in the international spotlight. These events are broadcast in more than 120 countries and reach almost 550 million viewers. Every edition of the Masters is a monumental event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

The Los Angeles competition will be followed by its counterparts in Paris, in December, and Hong Kong, in February of 2016.

Press release provided by Longines Masters. For more information and tickets visit www.mastersgrandslam.com