



FOR IMMEDIATE RELEASE

Contact: Morgan Appleyard  
BTC Marketing  
610.254.7418 or [mappleyard@btcmarketing.com](mailto:mappleyard@btcmarketing.com)

**The 120<sup>th</sup> Annual Devon Horse Show Attracts Olympic Hopefuls with  
New FEI Ranking and Increased Prize Money  
*Priority Package goes on sale April 4<sup>th</sup> for World Ranking Competition Grand Prix***

**DEVON, Pa.** – APRIL 1, 2016 – Get ready to witness some of the best riders in the world as they prepare for the Olympic Games! The FÉDÉRATION EQUESTRE INTERNATIONALE (FEI), the international governing body of equestrian sport, has sanctioned the 120<sup>th</sup> annual Devon Horse Show, thus allowing riders to earn valuable points towards the Longines World Ranking list. To be recognized as a FEI CSI 4\* (four-star) rated show, the Devon Horse Show invested more than \$1 million in physical improvements to the show grounds and substantially increased its prize money. The new, prestigious rating will elevate the level of equestrian competition by attracting international superstars. In turn, audiences will be entertained with even more thrilling performances.

“Earning the four-star rating is very difficult and reflects our dedication to providing a world-class experience for our audiences and competitors,” said Devon Horse Show and Country Fair Chairman Wayne W. Grafton. “We cannot wait to welcome everyone to our 120<sup>th</sup> show, “Where Champions Meet,” and most exciting year ever!”

The Devon Horse Show, which opens May 26<sup>th</sup> through June 5<sup>th</sup>, will host three FEI CSI 4\* rated classes: the \$50,000 Devon Welcome Stake on May 31, the \$40,000 Devon International Speed Stake on June 1, and the \$225,000 Sapphire Grand Prix on June 2. Notably, the prize money for the Sapphire Grand Prix alone was increased \$125,000 from its previous level of \$100,000. With successful results in any of these events, athletes can improve their standing on the Longines World Ranking list, which is the ticket to qualifying for top events internationally.

The public is encouraged to buy tickets in advance online from the Devon Horse Show and Country Fair website; Priority Packages and General Admission tickets go on sale April 4<sup>th</sup>. Attendees can purchase a **Three-Night World Ranking Competition Grand Prix Package**, which includes Reserved Grandstand seating for the three evening FEI events. The package price is \$155.

Visit the website for all ticket information as well as for the daily Horse Show schedule and details on the many Country Fair booths for food, fun games, and fabulous shopping.



Photo taken by Brenda Carpenter during the 2015 Show of McLain Ward.

### ***About Devon Horse Show and Country Fair***

Started in 1896, the Devon Horse Show is the oldest and largest outdoor multi-breed competition in the United States and draws in top competitors from around the world. With the grandeur of Philadelphia's historic Main Line as its backdrop, the show continues to reflect the local traditions and lifestyles of the community. The Devon Country Fair, run by more than 2,000 volunteers, offers a variety of boutique shops in miniature cottages, amusement rides and games for kids, multiple dining options, and special entertainment events. Proceeds support Bryn Mawr Hospital.

###