

BBC shows commitment to Equestrianism with new four year deal to broadcast Olympia

The BBC has given Equestrianism a massive boost by entering in to a new agreement with Olympia, The London International Horse Show to cover the show for the next four years.

The contract will run from 2008 to 2011 inclusive, with the BBC committed to providing coverage of the Rolex FEI World Cup™ Show Jumping qualifier (presently presented by H&M). The deal comes at a significant time for UK sport with this agreement leading right up to the London 2012 Olympics.

In 2007, 1.8 million viewers tuned in to the BBC's coverage of the Rolex FEI Qualifier at Olympia. Interestingly, Olympia had the largest number of television viewers compared to all other Western European Qualifiers for the Rolex FEI World Cup. This confirms the huge following for show jumping and equestrian sport in the UK.*

Olympia Show Director, Simon Brooks-Ward said: "This is a significant new agreement both for Olympia and Equestrianism in general. The BBC and Olympia have had a long-standing relationship and I am delighted that through the BBC, viewers will be able to see the best international show jumpers in the world performing at Olympia"

Michael Cole, Deputy Editor BBC Sport, said: "Olympia is always a fantastic show and something our viewers have come to love watching before Christmas, so we are delighted to put our backing behind it for the next four years. As well as being a great entertainment spectacle, we see Olympia as one of many important sporting occasions on the lead up to the 2012 Olympics in London."

The Rolex FEI World Cup™ Jumping presented by H&M takes place at Olympia, The London International Horse Show on Sunday 21st December 2008.

Ticket Information:

Tickets for The Olympia London International Horse Show are priced between £23 and £49 (£23, £33, £43, £49) with various discounts available for groups, seniors and children. Tickets for entry into the Shopping Village only cost £7. For further information and confirmed programme of events please visit www.olympiahorseshow.com. For tickets, call the box office on **0844 412 4634**.

* - Source: *FEI management Report 2007/2008*

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Notes to Editors:

For further information and images please contact Kelly Smith on 01753 847915 or email kellys@hpower.co.uk.

The Olympia photograph library is available online at www.hpowermedia.co.uk Username: rwhs Password: media