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## **MEDIA RELEASE**

### **Event Rider Masters announces six sites for the 2020 season**

The Event Rider Masters (ERM) today confirmed its 2020 calendar, consisting of six stages, including a brand new one in the United Kingdom, which brings a second stage of the ERM to the British coast. ERM 2020 will once again offer the opportunity to the best full riders in the world to claim a share of the £ 350,000 in series awards.

Launched in 2016, the ERM condenses the traditional three-day Olympic equestrian event into two days of competition, with a shorter cross course. Including the three disciplines: dressage, show jumping and cross, the ERM series is fully approved by the world governing body for riding, the International Equestrian Federation (FEI) and operates according to FEI CCI4 \* S regulations.

ERM live broadcast is broadcast online completely and free of charge to all ERM fans worldwide, every second, every phase and every competitor being broadcast live by Red Handed TV, the TV production partner MRE. A total of 8 TV Highlights programs are also produced and these programs are distributed by ERM's TV distribution partner, Sunset + Vine, to an ever-growing list of broadcast partners worldwide.

ERM is the most popular series in the eventing sport. It offers the most talented event riders in the world an international stage on which they can compete for an unprecedented total prize of £ 350,000. The prize for the British stage is £ 50,000, while each European stage offers € 57,000. Riders compete for the coveted ERM Series title and an additional £ 50,000 prize which the top three share at the end of the season.

ERM defending champion, Australian Chris Burton won the ERM series champion title for 2 consecutive years thanks to his exceptional form during ERM stages.

The Event Rider Masters 2020 Calendar is confirmed with:

Stage 1 - Barefoot Retreats Burnham Market International - Norfolk, United Kingdom. April 10 and 11

Stage 2 - Dodson & Horrell Chatsworth International Horse Trials- Derbyshire, United Kingdom. May 10 and 11



**Stage 3 - Arville Eventing - Belgium. June 27 and 28**

Stage 4 - Le Haras de Jardy - Paris, France. July 11 & 12

Stage 5 - Millstreet International Horse Trials - County Cork, Ireland. August 28 and 29

Stage 6 The Final - Lignières International Full Competition in Berry - France. October 10 and 11

The six ERM sites located in Belgium, England, France and Ireland are renowned for hosting some of the most prestigious competitions in the event.

*Jim O'Toole, CEO of Event Rider Masters commented;*

"The 2020 calendar will be a great sporting series. With the addition of Burnham Market, we are now including a site that has proven to be exceptionally popular with the best overall riders in the world. We are disappointed not to return to Germany for the Wiesbaden Pfingstturnier, but an extremely crowded German competition calendar forced this decision for 2020. The ERM fan base continues to grow globally and we continue to create value for our growing group of business partners. expect further growth in 2020 as our world class riders create a great sporting spectacle for everyone. "

*Alec Lochore, event director of Burnham Market, commented;*

"We are delighted to welcome the inaugural stage of ERM 2020. It's perfect for us - the best riders come down to our corner of North Norfolk every spring, so be able to offer them an ERM class in addition to our 3 stars, 4 stars and regular national classes is the icing on the cake.

"I have already worked with the ERM team at Blair Castle, and I have seen the enthusiasm for this event, with its generous prizes and live broadcast possibilities. I am really looking forward to present our event to an international audience. "

### **Editor's note**

Launched in 2016, the Event Rider Masters series includes 6 stages, each comprising 3 phases, where each phase is completed by the same horse / rider combination. Phase 1 Dressage, Phase 2 Show



jumping and Phase 3 Cross; all at CCI4 \* S competition level approved by the International Equestrian Federation (FEI). Dressage and Show Jumping are career based, while Cross covers a track from 3.4 km to 4 km long comprising between 30 and 35 fixed obstacles on natural terrain.

For more information on this press release contact [press@eventridermasters.tv](mailto:press@eventridermasters.tv)

### **IN BRIEF ON THE MASTERS 2020 EVENT**

FEI approved CCI4 \* S competition series

Every minute of each ERM competition broadcast live online, TV Highlights broadcasts produced from each ERM stage - broadcast worldwide.

2020 - series of six innings, season championship points awarded at each stage. Final result of the championship drawn from the top 5 of the 6 stages of the results of the riders.

ERM 2019 Season Championship:

1. Christopher Burton (AUS), ERM champion
2. Second Gireg le Coz (FRA)
3. Sarah Cohen (GBR)

Up to 30 riders participate in each stage. Eligible competitors accepted in each stage are advertised on ERM social media platforms in "The ERM Cut". The riders are selected according to their FEI world ranking at the time of their registration at each stage.

In 2019, the ERM Fan League was launched, where fans can compete online for generous prizes from ERM sponsors. The EquiRatings Stacks App, where ERM spectators test their knowledge of eventing in a strategy game, is part of the ERM Fan League.

Event Rider Masters broke new ground by broadcasting the draw for the dressage start order online, in line with the unique classification of the ERM dressage phase based on the average dressage score of the competitors' horses.



The riders perform their training programs on the music of their choice to improve the spectator's experience. Score movement by movement in real time available to spectators online and on site.

SAP provides a spectator judgment app for the dressage phase to allow spectators to act as a dressage judge and compare their virtually awarded scores with those of official dressage judges. The spectator app is part of the ERM Fan League.

Show jumping is performed in reverse order to the dressage results.

The top 20 riders after the first two phases of Dressage and Show Jumping begin the Cross in reverse order of merit - ensuring that tension builds up until the very last rider is on the cross.

SAP Sports Technology offers virtual real-time tracking of riders on the cross course, including their speed, position and time on the course.

Unique rolling ERM podium at the finish of the Cross, with a large live TV screen and an ERM fan area creating an exciting atmosphere towards the final result of each stage.