



For immediate release

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New Pocket Sponsorship at Dublin Horse Show

The RDS is pleased to announce a new sponsorship between Al Basti Equiworld and the Dublin Horse Show. Al Basti Equiworld are the UAE's leading distributor of horse feeds, supplements and veterinary medicines and have committed to a three year sponsorship with the Dublin Horse Show that will see the Pocket at the RDS Main Arena being renamed 'the Al Basti Equiworld Pocket' at the Show, which this year takes place August 9-13.

Commenting from Dubai, Mr Malih Al Basti - founder and owner of Al Basti Equiworld said - "This is the first time that Al Basti Equiworld have become involved with an Irish equestrian sporting event and we look forward to developing our relationship with the Dublin Horse Show at the historic RDS grounds in the future. This sponsorship also provides us with the opportunity to explore possible business relations with Irish producers and suppliers of quality feeds, supplements and bedding products which may be compatible with our brand within the UAE.

We wish all those competing and attending this year's show, success and enjoyment at this wonderful event"

Speaking on foot of the announcement Michael Duffy, Chief Executive of the RDS said: "The connection between Arab bloodlines and Irish horsemanship goes back centuries, so this new sponsorship is a fitting relationship. Sponsorship is vital for the continued success of the Show. The RDS manage and operate the Show on a not-for-profit basis to make it as beneficial as possible for the Irish sport horse industry, and the involvement of Al Basti Equiworld is of particular help because of this."

As a globally recognised brand, Al Basti Equiworld is also a major supporter of thoroughbred racing and other equine events in the UAE, USA and the UK. The Dubai-based company will also provide all competitors in the RDS Main Arena with complimentary refreshments at various times during the course of the five day show.

ENDS.

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About **Al Basti Equiworld**

Established in 1998 **Al Basti Equiworld** is the leading distributor of horse feeds, feed supplements and veterinary medicines in the Middle East.

Al Basti Equiworld sponsors and supports equestrian activities in the UAE, UK and USA. In the United Kingdom and Ireland, the company's sponsorship portfolio includes a number of high profile jockeys including Ryan Moore and Pat Smullen amongst 11 others, the Discover Newmarket tourism initiative and the owners and trainers facilities at both York and Newmarket racecourses. Additionally at York racecourse, Al Basti Equiworld sponsors the catering for all stable staff and jockeys, as well as a physiotherapist at all meetings.

Al Basti Equiworld is a major supporter of Greatwood, the only organisation that uses ex-racehorses to educate disadvantaged children and young adults with special educational needs.

2017 sees Al Basti Equiworld become a sponsor at The Royal Dublin Society's International Dublin Horse show in Ireland and at Del Mar in California in August.

About the **Dublin Horse Show**

The 2017 **Dublin Horse Show** takes place August 9-13. Tickets are available through ticketmaster.com.

The Dublin Horse Show is widely considered to be one of the top three equestrian shows in the world and is operated by the RDS on a not-for-profit basis in order to make it the best possible Show for the Irish sport horse industry. The RDS manages, resources and underwrites the CSIO 5* Show each year, which had had a total cost of €4.7 million in 2016. Equestrianism is vital way in which the RDS fulfils its mission of seeing Ireland thrive culturally and economically.