

The logo for Al Basti Equiworld, featuring the text "AL BASTI" above "EQUIWORLD" in a white serif font, centered within a dark blue rectangular background.

# AL BASTI EQUIWORLD

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## **Al Basti Equiworld to sponsor Goodwood card**

Al Basti Equiworld, the UAE's leading distributor of horse feeds, feed supplements and veterinary medicines is to sponsor the entire day at Goodwood on Saturday, 21 May, the third and final day of the West Sussex course's May Festival.

The seven-race programme features two Listed contests which open the card and are among three races scheduled to form part of Channel 4's live coverage.

Al Basti Equiworld is an established supporter of British racing and equine charities and has a portfolio of brand ambassadors on the Flat which includes British and Irish champion jockeys Paul Hanagan, Ryan Moore, Silvestre De Sousa and Pat Smullen.

Al Basti Equiworld also sponsors the Newmarket stable of Robert Cowell which sent out Intrinsic in the colours of the company's founder, Malih Al Basti, to win the 2014 renewal of the Stewards' Cup at Goodwood.

Michael O'Hagan, Al Basti Equiworld's representative in the UK said, "Mr Al Basti has an affinity with Goodwood and has visited many times. He was here for Intrinsic's first Goodwood success in the IBA Stakes at this meeting two years ago, so when the opportunity to sponsor the entire card arose we were delighted to step in."

In addition to the *Intrinsic new for 2016 at Hedgeholme Stud Tapster Stakes* which recognises the Durham-based stud where Intrinsic stands, race titles also include the Al Basti Equiworld Supporting Greatwood Stakes acknowledging the company's association with the charity that combines rehoming of ex-racehorses with educational programmes for socially disadvantaged children and young adults.

Adam Waterworth, Goodwood's Managing Director of Sport said, "Al Basti Equiworld is a great supporter of British racing and we are delighted to have this opportunity to help promote the brand on one of the most important days of our season outside of the Qatar Goodwood Festival.

"We look forward to seeing Mr Al Basti's colours represented at Goodwood this year and we will be thrilled if his support can be rewarded with a winner or two on the Downs."

**ENDS.**

**Further information:**

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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 and the United Kingdom where the company's sponsorship portfolio includes 18 races on the Flat at Newbury Racecourse, a number of high profile jockeys and a dedicated section of programming on leading satellite horseracing channel, Racing UK. In 2014 Al Basti Equiworld became a major supporter of Greatwood the only organisation that uses ex-racehorses to educate disadvantaged children and young adults with special educational needs.