

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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Cam Hardie joins Al Basti Equiworld stable

Teenage riding sensation Cam Hardie is the latest jockey to join the stable of top riders flying the flag for Al Basti Equiworld.

Hardie, who began his headline grabbing exploits earlier this year by winning the first ever race to be staged in the UK on Good Friday joins Richard Hughes, Ryan Moore, Pat Dobbs and Pat Smullen as a brand ambassador for the UAE's leading distributor of horse feeds, nutritional supplements and equine veterinary products.

Hardie, who will carry the Al Basti Equiworld logo on his breeches for the next two years said, "I am thrilled to have been chosen to represent Al Basti Equiworld and to have secured an important sponsorship so early in my career.

"To be joining such a high profile group of jockeys carrying the Al Basti Equiworld branding is an honour and I will be trying very hard to get the logo into the winner's enclosure as many times as I possibly can."

Currently lying third in the apprentice jockeys' championship with more than 40 winners to his credit this season, Hardie who claims 5lb has some way to go to catch his Al Basti Equiworld-sponsored weighing room colleagues. Between them they have notched up more than 400 winners this season in Great Britain and Ireland including ten Group 1s under the Al Basti brand.

Al Basti Equiworld founder Malih Al Basti said, "We have been very fortunate this season that our sponsored jockeys have won so many high profile races. With the help of his trainer Richard Hannon I am sure Cam will have plenty of opportunities to promote the brand.

'He is a very articulate young man and a very stylish rider and we are delighted to be able to give him a little bit of help in this way."

Hardie carried the Al Basti Equiworld logo on his breeches for the first time yesterday at Ffos Las Racecourse, where the best of his three rides was third on Castlemorris King in the penultimate race of the day.

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 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.