

AL BASTI EQUIWORLD

For immediate release

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Enhanced Irish presence for Al Basti Equiworld

This weekend's Tattersalls Irish Guineas Festival at The Curragh will see a further two leading Irish jockeys make their debuts as brand ambassadors for Al Basti Equiworld, the UAE's leading distributor of horse feeds, feed supplements and veterinary medicines.

Shane Foley and Chris Hayes will join seven-times Irish Champion Jockey, Pat Smullen, carrying the company's branding on their riding apparel.

Foley enjoyed his best ever season last year with 71 winners which saw him finish third in the Irish Jockeys Championship. He said, "I'm honoured to be joining the team of jockeys representing Al Basti Equiworld in the UK and Ireland. I'm hoping for another successful season and will aim to get the brand in the frame as many times as possible."

Hayes, who rode three Group winners last season and carried the same form into 2016 when winning the Group 3 UAE 2000 Guineas aboard Market Rally at Meydan in February added, "I'm thrilled to be part of the Al Basti Equiworld team and look forward to proudly carrying the logo on my breeches for the season."

Michael O'Hagan who represents Al Basti Equiworld UK said, "We are delighted to have added Chris and Shane to our sponsorship portfolio. Both are very hard-working and will no doubt be great ambassadors, enhancing Al Basti Equiworld's profile in Ireland."

Both riders will be sporting their new kit at the Irish Guineas meeting at The Curragh this weekend, where Al Basti Equiworld will also have a permanent presence after agreeing a deal with the home of the Irish Derby.

Together with recent signing, two-times all-weather Champion Luke Morris, who was the winning most rider in a calendar year in 2015 with 189 winners and took more mounts than any other jockey in the UK with a staggering 1508 rides, the Al Basti Equiworld portfolio of brand ambassadors now totals 15.

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. 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.