



For immediate release

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## **Title-chasing De Sousa joins Al Basti Equiworld**

Silvestre De Sousa, favourite to be crowned Champion Jockey for 2015, has become the latest top international rider to join a growing portfolio of brand ambassadors for the UAE's leading supplier of horse feeds and supplements, Al Basti Equiworld.

De Sousa, who will carry the Al Basti Equiworld logo on his riding apparel from the beginning of next week said, "I am delighted to be joining Al Basti Equiworld and a team of elite jockeys promoting an internationally recognised brand.

"It has been a very successful year for me and to secure such a high-profile sponsorship deal with the Championship title in sight is fantastic. I will aim to deliver as much value as possible for Al Basti Equiworld by riding as many winners as I can before the end of the season."

De Sousa joins Pat Dobbs, Joe Fanning, Paul Hanagan, Cam Hardie, Oisin Murphy, Adam Kirby, Dane O'Neill, Pat Smullen and the currently side-lined Ryan Moore. Current Champion Jockey, Richard Hughes was among the first to be signed-up by Al Basti Equiworld, an agreement that remained in place up until his retirement from the saddle at the beginning of this month.

Al Basti Equiworld founder and racehorse owner, Malih AL Basti said, "Silvestre is a great addition to our team and I am sure he will be a very effective ambassador for the brand. He has ridden for me on many occasions and I look forward to continuing our successful partnership."

**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.