

## **ASSISI ENDURANCE LIFESTYLE**

**Assisi, 17 - 27 Settembre 2009**

### **Meydan City FEI Open European Endurance Championships**

**Assisi, 26 Settembre 2009**

The Endurance as meeting point between Italy and United Arab Emirates

*Colussi Food Group presents Assisi Endurance Lifestyle, a unique event oriented to enhance Italy and Umbria Region in the international relationships, in particular with the United Arab Emirates.*

*An event of sport, culture, economic relations, with social life and a lot of entertainment, concerts and free shows for everybody.*

*The Meydan City FEI Open European Endurance Championships 2009 is the most important event in the year in the world for this discipline, to which all the Official National Teams could participate thanks to the "Open" formula.*

*Is also confirmed the presence of the most important representatives of the Royal Families of United Arab Emirates, Qatar, Bahrain and Malaysia, which components are part of the Official Endurance Teams of their Countries.*

*We expect also the presence of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Prime Minister and Vice President of United Arab Emirates and Ruler of Dubai, athlete and first supporter of this sport, always precious partner of Assisi Endurance Lifestyle.*

*Among the various collateral events, Assisi Endurance Lifestyle will include also an International Veterinary Symposium, an important Round Table on Hippotherapy, an Art Exhibition focused on Horses Art Works and finally an entire week-end dedicated to Pony and Children.*

*Assisi Endurance Lifestyle is under the patronage of RAI, Italian Radio Broadcasting and Television that is also the Main Media Partner of the event.*

#### **The event and the international Endurance ride**

Assisi Endurance Lifestyle 2009 is an international event born from the passion of Equestrian Endurance and from the experience in the organizational and sporting aspect achieved by sistemaeventi.it and Umbria Endurance Equestrian Team. After the success of the last two editions, in 2009 the event will include eleven days of sport, medicine, culture, fashion, entertainment and shows with also the most important Endurance ride in the year, the **Meydan City FEI Open European Endurance Championships 2009**. Titled by the UAE sponsor **Meydan City**, the ride is programmed for **Saturday, 26 September** and, thanks to the Open formula, will see the participation of the best riders in the world, as the National Teams of Gulf Countries like United Arab Emirates, Qatar and Bahrain, which consider this discipline a national sport, compared to the Italian football.

The Meydan City FEI Open European Endurance Championships 2009 **Opening Ceremony**, planned on **Thursday, 24 September with a RAI direct broadcasting at 8.00 pm**, will be a unique, fascinating and charming occasion. In fact, for the very first time in the world it will be held at an historic city square, rather than in a stadium. The moment will have a very high impact on international media with a parade of all the Teams components and all the Teams flags, creating a special ancient atmosphere cured by the **Ente del Calendimaggio di Assisi**.

The Endurance Gran Gala, programmed for **Friday, 25 September**, will be finally a magical evening where guests could breathe and recreate the One Thousand and one Night's atmosphere. Located **in a top secret location**, the evening will include also a fashion show cured by the popular Italian Fashion House **Luisa Spagnoli**.

### **A strong connection to promote the Territory**

Trough its connection and respect for the nature, the Endurance sport represents an important chance for the Umbrian territory, beautiful setting of this event.

Set in the centre of Italy, Umbria constitutes the true "green heart" of Italian country and is featured with a variegated environmental and landscape heritage. Rich in history and traditions, this Country is loaded with many cultural and sporting appointments all over the year. Umbria also offers a new concept of tourism connected to sport: all the Umbrian Parks offer many opportunities to play a lot of sports activities. Supported and with the institutional patronage of the **Italian Ministry for Farming Food and Forestry Policies and with the expected presence of the Minister Luca Zaia**, Assisi Endurance Lifestyle becomes an occasion for all the participants, coming from all over the world, to discover the Italian excellences and to visit Assisi, declared World Heritage by **UNESCO**.

### **An International Symposium with all the Official Veterinaries of National Federations**

Under the patronage of the **Italian Ministry for Work, Health and Social Policies** and with the collaboration of SIVE – Italian Society of Veterinaries for Horses – on **Thursday 24 September** an International Veterinary symposium dedicated to the Horse for Endurance will be organized inside Assisi Endurance Lifestyle.

The International Veterinary Symposium that will be focused on pathologies of the Metacarpus proximal part in the Endurance horse, will be coordinated by Doctor **Massimo Puccetti** and will see the participation of important and international speakers as **N. Crevier Denoix and Rachel Murray**, who will present all the important news of veterinary medicine, over the conclusions that will be held by the **Undersecretary of the Italian Ministry for Health, Hon. Francesca Martini**.

The participation is free and reserved only to Veterinary Doctors with ECM credits issue.

### **A Round Table to speak about the Italian Bill on the Equestrian Rehabilitation**

A Round Table on Hippotherapy, planned for **Friday, 18 September 2009**, where the specialized participants will present and deepen the principles of this important "medicine", a socio-therapeutic course for the improvement of disable people. The aim of the Round Table is to spread culture and understanding by thoroughly examining every theme linked to the world of horses, considering both the entertainment and the sports aspects which favourably influence our physical and mental health. In 2009 edition of Assisi Endurance Lifestyle, the perfect harmony between man, the horse and the environment, which has always been symbolized by Endurance, will be enhanced with a further important aspect, that is equestrian rehabilitation and in particular Hippotherapy. **Under the Patronage of the Senate of the Italian Republic and of the Italian House of Commons**, the Round Table will have the participation of **Italian Senator , Hon. Antonio Tomassini**, President of the Health Commission at the Italian Senate and President of Italian Parliamentary Association "Friends of Horse ".

### Horses as Artworks exhibited in Umbrian Cities Squares

On occasion of the communication campaign of Assisi Endurance Lifestyle 2009 and as unique support dedicated to the event, an exclusive Art exhibition called "**Open Cavalli d'Autore**" will be organized on the main squares of Perugia, Assisi and Spello during the summer period.

**Under the patronage of Italian Ministry for Cultural Goods and Activities**, the exhibition is co-organized with **Artisse**, Society of Contemporary Art that represents different important artists like the Master **Vincenzo Musardo**, already protagonist of the Art Exhibition Area in the first edition of Assisi Endurance Lifestyle in 2007.

In 2009, Vincenzo Musardo will celebrate the international event and its protagonist, the horse, with the creation of an artistic work composed of two precious shapes, representing the noble animal and crossed between them to create a full size and three-dimensional majestic installation.

The artistic work will be reproduced in 9 copies in order to become "supports" on which important artists, architects and designers will give example of their creative genius with various types of decorations. All the Artworks, considering their uniqueness, after the preliminary exhibition in some important Public squares, will have a dedicated space inside the Vip Lounge where Artisse will have an Art Exhibition called "**Open Cavalli d'Autore**".

The Vernissage will be inaugurated on **Wednesday, 23 September 2009** with the important presence of local authorities and exponents of the cultural-artistic world.

### A very educational track for children who love to have fun and begin to know the Horse

With enormous success obtained in the last editions with the creation of "Pony Village" in 2007 and with the organization of the Italian Endurance Pony Championship in 2008, Assisi Endurance Lifestyle 2009 will include a particular single event, completely dedicated to children and to the horse-riding, conceived not only as a sport activity, but also with an educational and teaching approach.

In Assisi, on the **18, 19 and 20 September**, the program will see rides and equestrian activities in different disciplines like Endurance, Vault, Jumping, Gymkhana, Dressage and Pony Games. On three play - fields, children could live all the enthusiasm of equestrian sports with all the agonistic mood, but also with all the right passion for sport.

The program includes also "**School Days**", that's to say **particular educational "courses"** for children of primary School to express and teach the beautiful relationship "Man and Horse" over the years.

**And much more, everyday and for free, at the Misura Village**

Perugia, 17 July 2009

Press Office



**Sergio Cerini**

[sergio.cerini@effeciassociati.net](mailto:sergio.cerini@effeciassociati.net)

Tel: + 39 06 47824642 / + 39 06 47824156

For detailed info: [www.assisilifestyle.it](http://www.assisilifestyle.it)