

DU 24 AU 27  
OCTOBRE 2019



Les  
Étoiles  
de PAU

WANDA SPORT PUBLICITÉ - Crédit photos: Nicolas Hoisy



CCI-L  
★★★★★



CAIO  
★★★★★

# MEDIA PACK

AUGUST 2019



Billetterie en ligne

Tarif  
spécial  
internet

[www.event-pau.fr](http://www.event-pau.fr)

# AN EXCEPTIONAL EVENT FOR TWO EQUESTRIAN TRIATHLONS

Two international competitions are coming to Pau from 24th to 27th October  
for the 29th edition of the only event of its kind in France

## EVENTING CCI-L 5\*

### DRESSAGE

Elegance  
Harmony  
Accuracy



### CROSS-COUNTRY

Adrenaline  
Speed  
Complicity



### SHOWJUMPING

Balance  
Control  
Suspense



## CARRIAGE DRIVING CAIO 4\* H1

### DRESSAGE

Style  
Technicality  
Fluidity



### MARATHON

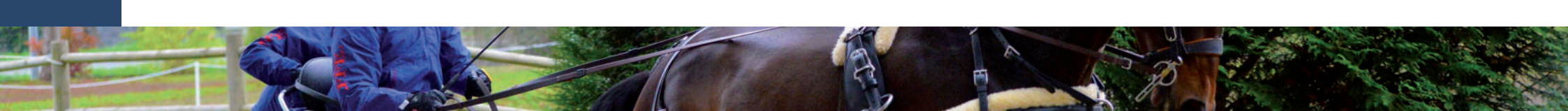
Pace  
Adrenaline  
Endurance



### CONES

Accuracy  
Balance  
Dexterity





# THE FIVE STARS IN FIGURES



CCI-L 5\* : 6,800 m cross-country course  
at 570 m/minute, 45 efforts



CAIO 4\* H1 : 6,000 + 7,500 m marathon (2  
phases)



40,000 visitors from France and abroad



Over 100 exhibitors



320 volunteers



1 million views on Centaure TV  
Media impact of more than 4.5 million euros



17 nations represented in 2018



€250,000 communication plan



14 hectares of car parking space



Over 50 partners

# CCI-L 5\* : PAU, WHERE THE WORLD'S BEST RIDERS MEET

Pau belongs to the very exclusive club of 5-star eventing competitions and holds its rightful place alongside illustrious events such as Badminton or Burghley. Only six events in the world have this highest-level label, and Pau is the only competition of its kind in France.

## WILL THE LEGENDS COME BACK WITH A VENGEANCE...

Success seemed out of reach for most of the British and New-Zealand riders in the 2018 edition of the competition, and yet they had come determined to claim places on the podium. The biggest names in eventing were present on the start line, but the course designed by the famous course designer Pierre Michelet gave them a good run for their money. It's highly likely that the most experienced and expert riders like William Fox-Pitt, Tim Price (current world no.1) and Oliver Townend will be back this year to battle it out on the tracks in Pau! Find out on October 1st, the deadline for entries.



## ... OR WILL THE KING RETURN?

Michel Jung needs no introduction. The former world number one has won the most prestigious events in the world. In spite of his incredible achievements, the only medal missing from his impressive track record is the one from Pau. Will the German rider, who made a major comeback on the international scene after a short-imposed break at the end of the season in 2018, come back to challenge the rest of the world to add the final jewel to his crown? All we can do for the time being is watch and wait.

## CAIO 4\* H1 : FOCUS ON CARRIAGE DRIVING

This year the one-horse carriage driving competition will be set in a very special context, as it is the one and only test event to be held before the World Championships that are to take place in Pau next year.

### HEADING FOR THE CHAMPIONSHIPS

The 2019 edition of the competition is the last chance for carriage drivers to test the course before the 2020 World Championships. The best in the sport are flocking from all four corners of the world, hoping to give themselves the best possible chances of making the podium next year. The competition is already set to be fierce, with first-class drivers from across the continents, and French drivers Marion Vignaud, the winner in 2018, and Jean-Michel Olive, who has many international marathons to his name.



### LOOKING TOWARDS 2020

The CAIO 4\*H1 will be a real dress rehearsal for both the drivers and the organisation team. It will also be the occasion to inaugurate the new open-air riding arena, created especially at the Domaine de Sers for the World Carriage Driving Championships. Will the results of the 2019 edition give us any clues as to the likely results next year?

# A PODIUM IN FRENCH COLOURS?

The arenas in Pau seem to bring good luck to the French riders, who have brought off the challenge of winning at home against the best riders in the world for several years running... The Bearn public cheered Thibault Fournier to victory in 2018, as he followed in the footsteps of Gwendolen Fer, Maxime Livio and Astier Nicolas.

Will the French flag fly high again this year?

## THE FRENCH RIDERS WILL BE BACK

Several experienced riders will be back to defend the French colours this year, and perhaps we'll hear the Marseillaise ring out once more. Among them Maxime Livio, who won the 2016 edition, has announced that he'll be back to try and claim the trophy this year. The riders in red, white and blue will have to give their rivals a good run for their money, especially as the support from the public in Pau seems to make them excel themselves! We'll soon know the names of our champions when entries close at the beginning of October, but their supporters can already start warming up!



## A CHALLENGE FOR THE NEW GENERATION

Remember that the winner of the 2018 edition, Thibault Fournier, was part of the cohort of "youngsters" who were just starting out in 5\* competitions! He surprised everyone by claiming the victory right under the noses of the most famous riders in the world. Right now, the young French riders seem to be in great shape if we go by the performance of Clara Loiseau (who took third place in Pau last year) and Sébastien Cavailon in Badminton or Alexis Goury in Pau in 2018, if we mention but a few. Will the new generation keep up the pace and challenge the best athletes in the world on their home ground to make themselves a name among the elite?



# ALONGSIDE THE COMPETITION...

The Pau 5\* competition is also an occasion to spend a pleasant day out with your family or friends.  
An entertaining event for everyone to enjoy!



## EXHIBITORS' VILLAGE

Over 100 French and international exhibitors will be at the Domaine de Sers this year. Visitors to the event will be able to shop in the village and have a bite to eat in our new eateries corner.

## BODEGA EVENING

Free-entry concerts on Saturday 26<sup>th</sup> October

## CHILDREN'S ENTERTAINMENT

Pony and carriage rides, adventure playground, bouncy castles, etc.

## HORSE SALES

Looking for future eventing champions, selected by a team of professionals



# SPEED, COLOUR AND SUSPENSE!

Another dose of adrenaline with the presentation of two spectacular equestrian disciplines: you'll be guaranteed a great atmosphere in the grandstands. Make sure you get a seat there after the cross-country competition on Saturday 26th October.

## MOUNTED ARCHERY

A breathtaking demonstration by the young riders in the French mounted archery team! Galloping at full speed, these modern-day archers have to hit targets set at different points along the course. Inspired by an ancient Asian martial art, this sport requires composure, control and balance, everything it takes for a spectacular show...



## PONY RACES

These young jockeys on their ponies are every bit as good as their elders: it's definitely a moving show, but the speed of these miniature champions and their fierce competitive spirit are surprising! Come and cheer them on in their flat races and fences competitions.



# ARTISTIC LICENSE

Every year, the Pau 5\* competition features two artists whose work you can admire as you stroll through the exhibitors' village.

## EMMANUEL KIEFFER

Fascinated by the movement, grace, elegance, power and sometimes ethereal nature of the animal who has become his model, Kieffer thinks up, designs and forges each part of his sculptures to create a harmonious whole. Each unique piece is a timeless homage to the equestrian world.

Kieffer specially created the new Pau 5\* trophy, a unique and emblematic sculpture that will be awarded to the winner of the CCI 5\* competition.



## SANDRINE JARROSSON

*"Freedom and infinite possibilities are my inspiration. Oils are wonderful materials to work with. They give life to colours and enable me to capture and reflect light, which for me is the key feature of each new canvas."*



# A SOCIALLY RESPONSIBLE EVENT

The Pau 5\* eventing competition is an integral part of current society and as such is proactive in environmental issues and assistance for the disabled.

## A GREEN APPROACH

The eventing and carriage-driving competitions are the epitome of outdoor sports, and the cross-country and marathon events are fought out at the heart of the Domaine de Sers, a verdant woodland park in the city of Pau, and home to the municipal greenhouses. Coming to watch the competitions is also an opportunity to take a long walk through the trees and parkland on site.

In such a beautiful setting, the event naturally has to be eco-friendly. Many “green” measures are already taken to preserve the environment and the organiser adds to them every year.

- printed programs have been replaced by a mobile app.
- use of eco-cups.
- encouraging visitors to sort waste
- promoting public transport in the area as a means of travelling to and from the site.



## MEASURES TO HELP DISABLED PEOPLE

The Pau 5\* event and its partners work to help the disabled. In addition to the many specific facilities provided (dedicated car park, free shuttle, disabled access to the exhibitors' village and the grandstands, etc.) the organisation team has entrusted the management of its cafeteria to the ADAPEI 64, which is also providing catering services for the staff and also has a stand in the village to present its produce.

Horses have always been recognised as a wonderful means of helping the physically or mentally disabled overcome certain difficulties, and the event naturally pays tribute to them. The Ateliers de la Cavale, a regional structure specialising in Equine-Assisted Therapy (EAT) will be present at the event thanks to the Pau City Hall, to show the public how EAT can help both the able-bodied and the disabled.

# PROGRAMME

	Eventing CCI-L 5*	Carriage driving CAIO 4* H1
<b>Thursday 24<sup>th</sup> October</b>	9h30 Horse inspection 14h-17h Dressage	10h45 Horse inspection 14h-17h Dressage
<b>Friday 25<sup>th</sup> October</b>	Dressage day	Dressage day
<b>Saturday 26<sup>th</sup> October</b>	13h-17h30 Cross-country  <i>18h-19h30 : mounted archery &amp; pony races 20h : bodega evening</i>	8h-12h Cones
<b>Sunday 27<sup>th</sup> October</b>	10h Horse inspection 14h30-16h Showjumping	10h30-13h Marathon  <i>16h30 Prize giving ceremony</i>

*Timetable may be modified*

*Detailed and interactive programme on the 5 Etoiles de Pau mobile app (available for free download on the Appstore and GooglePlay)*

# PRACTICAL INFORMATION

FROM THURSDAY 24<sup>TH</sup> TO SUNDAY 27<sup>TH</sup> OCTOBER



Domaine de Sers  
Route de Bordeaux - D834  
64000 Pau  
France



### **Free parking**

Bike and motorbike park  
Shuttles to the village for people with reduced mobility



### **Access:**

- by car: D834 closed north-south for the weekend (follow the detour "déviation" signs)
- by air: Pau Pyrénées airport is just a few minutes' drive away from the site.
- by rail: Pau train station.
- by public transport from Pau city centre: bus routes nos. 6, 10 and 16.



### **Buy your tickets online at [www.event-pau.com](http://www.event-pau.com)**

Free entry for the dressage competition days (Thursday/Friday), ticket entry only on Saturday and Sunday.



### **Live streaming**

on Centaure TV (YouTube, Facebook)



### **Mobile app**

«5 Etoiles de Pau» free for download from the Appstore and GooglePlay



### **Follow us**

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Online accreditation: [www.event-pau.com/media](http://www.event-pau.com/media)