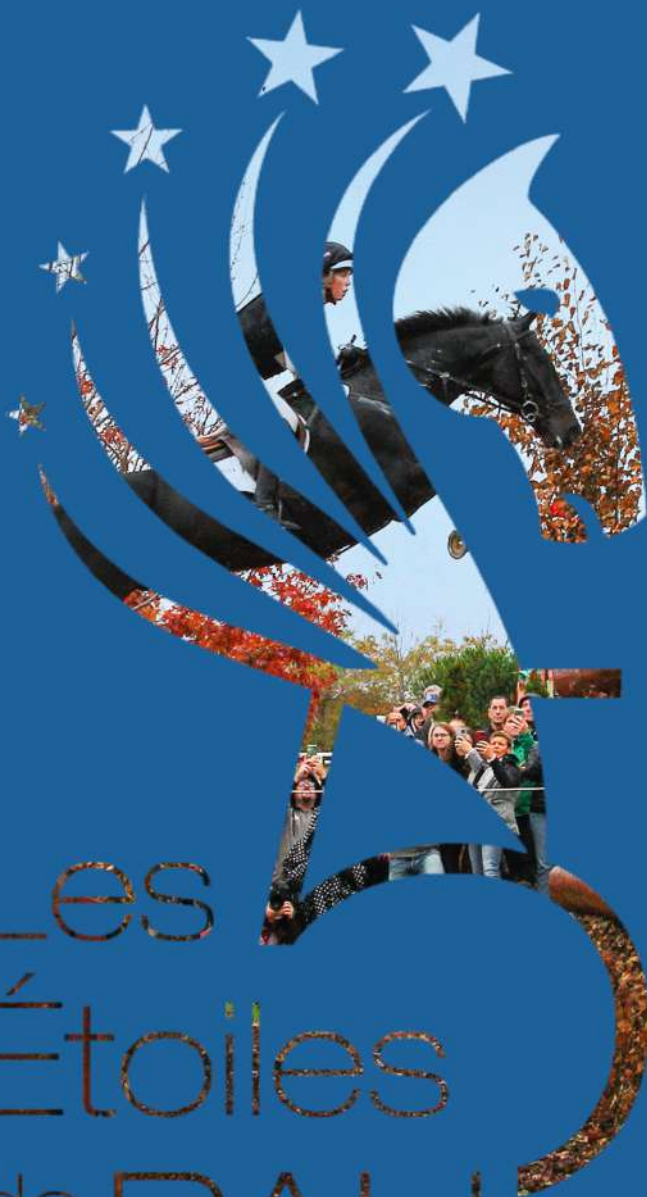


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Les  
Étoiles  
de PAU



# MEDIA KIT

OCTOBER

# WHAT IS LES 5 ÉTOILES DE PAU?



33<sup>ème</sup> édition

26-29  
OCTOBRE 2023

Les 5 Étoiles de PAU

HORSE-BALL  
TOURNOI DES 4 NATIONS

CCI 5\*<sup>L</sup>

Plus d'infos ici

*Les 5 Etoiles de Pau* is a 5\* international eventing class, the only competition of its kind in France that brings together the world's leading horse-rider pairs every year: 4 days where the pace of events is as breathtaking as the speed of the world-renowned horses as they gallop along. An unmissable and unforgettable event, in a warm and friendly atmosphere.

*Les 5 Etoiles de Pau* is also an event for all the family:

- The 4-Nations Tournament: international horse-ball tournament.
- Exhibitors' village and foodcourt with food-trucks and craft products.
- Entertainment and events for everyone.

**26 - 29 OCTOBER 2023**



# A SPECTACULAR TRIATHLON

The eventing competition is an equestrian triathlon that requires high-performance from both riders and horses in all the different tests, which offers an amazing show and nail-biting suspense!

## 1. DRESSAGE

A highly technical test designed to assess the harmony between horse and rider, as well as the rider's mastery of all the horse's movements. Elegance, shine and skill are required to getting the best out of the game and earn some coveted points.

**Thursday & Friday**



## HORSE INSPECTIONS

Two key moments in eventing: before the start of the competition and the day after the cross-country, the vets assess the health, condition and aptitude of each horse to tackle the series of tests that lie ahead. The slightest doubt as to a horse's physical integrity sees it eliminated from the competition.

**Thursday & Sunday**



## 2. CROSS-COUNTRY

The highlight of the eventing competition: setting off at full gallop for 11 minutes along a 6,500 km course in the natural landscape, the horse-rider combinations have to tackle the 45 impressive fixed obstacles (up to 1.40 m high). Throughout this unmissable event combining speed, adrenaline and stamina, excitement runs high among the crowds lining the cross-country course in a festive atmosphere.

**Saturday**

## 3. SHOW JUMPING

This is the final pinnacle test in the competition, and the competitors who completed the gruelling cross-country course will have to show their technical expertise over a series of fences - each time they touch a rail, it could fall, docking points off the total score and upset the leaderboard right to the last second! Did someone mention suspense?

**Sunday**



**Pau is part of the highly exclusive CCI 5\*L club: Only 7 competitions in the world have this label, which represents the highest possible grade in equestrian sports. Completing the entire competition is a real achievement for all the riders, and Pau is one of the rare legendary events that is famous across the continents. And the biggest names will be in Pau this year...**

## **BATTLE OF THE CHAMPIONS**

The top international eventing riders have announced their participation at the 5 Etoiles de Pau. They include the top riders on the FEI world ranking list: Oliver Townend (GBR, winner at Burghley and Olympic team gold), Ros Canter (GBR, winner at Badminton and European champion), Boyd Martin (USA) and Tim Price (NZL, winner in Pau in 2021). With Tom McEwen (GBR, winner in Pau in 2019, Olympic team gold and silver individual medallist), Harry Meade (GBR), William Oakden (GBR) and Phillip Dutton (USA), eight of the top 10 world riders will be battling it out in Pau for this final competition of this year's eventing season.

## **12 NATIONS, 5 CONTINENTS...ONE TROPHY**

Riders from all over the world will be flocking to Pau for a 2023 that promises to be exceptional and full of suspense. There will be a large cohort of British riders, including the biggest names in eventing (Pippa Funnell, Piggy March, Tom Jackson and Alex Bragg, to name but a few). But they'll have to contend with experienced riders from other countries too! The delegations from New Zealand (including Jonelle Price, winner in Pau in 2022), Ireland and the USA are in particularly good shape, and are sending their best horse-rider pairs to compete. Not forgetting Japan, Australia, Switzerland, Belgium, Austria, Lithuania, Zimbabwe, Spain - and France of course! Eight French riders will be on the start list, including Gaspard Maksud (bronze team medallist at the last European Championships, and 6<sup>th</sup> individual at the World Championships). A fierce competition is on the cards, and the suspense will keep the crowds on the edge of their seats until the end! At less than a year before the Paris Olympic Games, the results in Pau could really shake up the ranking!

\* CCI 5\*- L: International 5-Star Eventing Competition (Long). International equestrian competitions are star-rated from 1\* (the lowest grade) to 5\* (the highest grade, like the Pau 5\* event). The format can be either long (L) or short (S) and this refers to the length of the cross-country course and the number of efforts to jump over.



Photo : Lucie Pécantet



Photo : Nicolas Hodys



# A HISTORY OF PODIUMS IN PAU

**Who will take the title from Jonelle Price & Grappa Nera? Answers on October 29...**

## 2022

1<sup>ers</sup> : Jonelle Price (NZL) & Grappa Nera  
2<sup>èmes</sup> : Karim Laghouag (FRA) & Triton Fontaine  
3<sup>èmes</sup> : Hector Payne (GBR) & Dynasty

## 2021

1<sup>ers</sup> : Tim Price (NZL) & Falco  
2<sup>èmes</sup> : Tom McEwen (GBR) & CHF Cooleriser  
3<sup>èmes</sup> : Jonelle Price (NZL) & McClaren

## 2020

1<sup>ers</sup> : Laura Collett (GBR) & London 52  
2<sup>èmes</sup> : Piggy March (GBR) & Brookfield Inocent  
3<sup>èmes</sup> : Tim Price (NZL) & Wesko

## 2019

1<sup>ers</sup> : Tom McEwen (GBR) & Toledo de Kerker  
2<sup>èmes</sup> : Christopher BURTON (AUS) & Quality Purdey  
3<sup>èmes</sup> : Shane ROSE (AUS) & Virgil

## 2018

1<sup>ers</sup> : Thibault Fournier (FRA) & Siniani de Lathus  
2<sup>èmes</sup> : Gemma Tattersall (GBR) & Pamero 4  
3<sup>èmes</sup> : Clara Loiseau (FRA) & Wont Wait

## 2017

1<sup>ers</sup> : Gwendolen Fer (FRA) & Romantic Love  
2<sup>èmes</sup> : Sarah Bullimore (GBR) & Rêve du Rouet  
3<sup>èmes</sup> : Cédric Lyard (FRA) & Qatar du Puech Rouget

## 2016

1<sup>ers</sup> : Maxime Livio (FRA) & Qalao des Mers  
2<sup>èmes</sup> : Michael Jung (GER) & FischerTakinou  
3<sup>èmes</sup> : Michael Jung (GER) & FischerRocana FST

## 2015

1<sup>ers</sup> : Astier Nicolas (FRA) & Piaf de B'neville  
2<sup>èmes</sup> : Michael Jung (GER) & FischerRocana FST  
3<sup>èmes</sup> : Tim Price (NZL) & Wesko

## 2014

1<sup>ers</sup> : Ingrid Klimke (GER) & Horseware Hale Bob  
2<sup>èmes</sup> : Andreas Dibowski (GER) & FRH Butts Avedon  
3<sup>èmes</sup> : Arnaud Boiteau (FRA) & Quoriano ENE HN

## 2013

1<sup>ers</sup> : William Fox-Pitt (GBR) & Seacookie TSF  
2<sup>èmes</sup> : Maxime Livio (FRA) & Cathar de Gamel  
3<sup>èmes</sup> : William Fox-Pitt (GBR) & Cool Mountain

## 2012

1<sup>ers</sup> : Andrew Nicholson (NZL) & Nereo  
2<sup>èmes</sup> : Jonathan Paget (NZL) & Clifton Promise  
3<sup>èmes</sup> : Michael Jung (GER) & Leopin FST

## 2011

1<sup>ers</sup> : William Fox-Pitt (GBR) & Oslo  
2<sup>èmes</sup> : Andrew Nicholson (NZL) & Mr Cruise Control  
3<sup>èmes</sup> : William Fox-Pitt (GBR) & Lionheart



*Photo : Lucie Pécantet*

## 2010

1<sup>ers</sup> : Andreas Dibowski (GER) & FRH Fantasia  
2<sup>èmes</sup> : William Fox-Pitt (GBR) & Navigator  
3<sup>èmes</sup> : Karin Donckers (BEL) & Lamicell Charizard

## 2009

1<sup>ers</sup> : Dirk Schrade (GER) & King Artus  
2<sup>èmes</sup> : Andreas Dibowski (GER) & Euroridings Butts Leon  
3<sup>èmes</sup> : Pascal Leroy (FRA) & Minos de Petra

## 2008

1<sup>ers</sup> : Bettina Hoy (GER) & Ringwood Cockatoo  
2<sup>èmes</sup> : Nicolas Touzaint (FRA) & Tatchou  
3<sup>èmes</sup> : Franck Ostholt (GER) & Mr. Medicott

## 2007

1<sup>ers</sup> : Nicolas Touzaint (FRA) & Hidalgo de l'Isle  
2<sup>èmes</sup> : Mary King (GBR) & Imperial Cavalier  
3<sup>èmes</sup> : Pippa Funnell (GBR) & Ensign

# THE 4-NATIONS TOURNAMENT

**Though the name evokes rugby, this tournament is an equestrian one! *Les 5 Etoiles de Pau* will be hosting an international horse-ball tournament that should create a great sporting atmosphere in the main arena.**

## **A TEAM SPORT**

Horse-ball is gaining ground fast in the world of equestrian sports. In each match, two teams play against each other using a ball with leather handles, and the aim is to score as many goals as possible against the opposing team. Speed, fast reactions and team spirit are required to compete in this discipline. It's spectator-friendly and fast-paced, and the matches are full of suspense as the tables can turn at any time! Spectators at the main arena will almost feel like they're in a rugby stadium with the electric atmosphere.


## **A TOP-OF-THE LEAGUE COMPETITION**

For this 4-Nations Tournament, some of the biggest names in the sport will be competing against one another. Four national teams, currently ranked among the best in the world, will compete against one another: the United Kingdom, Spain, Italy and, of course, France. We're expecting the crowds to be huge to encourage the teams in this very first edition of the tournament. Which nation will raise the trophy?






# THE EVENT IN FIGURES

 40,000 visitors

 400 volunteers

 120 exhibitors



6,500-Metre cross-country course  
570 metres/minute  
45 efforts  
12 minutes gallop  
4 hours of cross-country in total



The legendary fence "le Palois":  
3 m deep  
1,40 m height + ditch



70 sponsors & partners  
150 suppliers



12 nations



14 hectares of car parking



15 cameras on the cross-country course  
Live streaming broadcast in 29 countries



120 accredited journalists

# ANDY BOOTH: A HORSE WHISPERER IN EQUESTRIAN SPORTS

## **INTERNATIONALLY RENOWNED**

Andy Booth needs no introduction! An Australian, world-renowned horse instructor and professional rider, Andy Booth settled in France in 2001. He introduced the *horsemanship* principles, which have since become "ethological horseriding", based on scientific knowledge of how horses behave and learn. His aim is to ensure that pleasure, performance and safety are present in all equestrian activities, by making the horse/rider relationship a priority. His tagline speaks for itself: "Be the human that your horse needs". He has trained thousands of riders all over the world, and worked with some of the greatest names in equestrian sports.

## **AN UNPRECEDENTED SHOW**

Andy will be attending the CCI 5\*L in Pau for the first time this year. The eventing competition is highly demanding and requires a wide range of skills from both horses and riders, and an unwavering relationship of trust between horse and rider. It's a perfect example of ethical, high-quality horse riding. This great name in the equestrian world will give a totally unprecedented demonstration, created specially for the occasion and combining the different equestrian disciplines, to delight and entertain the spectators. An inspiring moment which is sure to appeal to many.

## **Saturday 28<sup>th</sup> October - main arena**

Access included in the entry ticket for Saturday.

For more information on Andy Booth: <https://www.andybooth.fr>





October is packed full of sports events! So that visitors can enjoy both the CCI5\*L cross-country competition and the RWC final (we're in South West France after all), a fan zone has been created and the final of the Rugby World Cup will be broadcast there on Saturday.

It's a free bodega & rugby evening, open to all, where you can eat and enjoy the music, so that visitors can enjoy an unequalled festive atmosphere, typical of Pau and of South West France!

**Saturday 28<sup>th</sup> October - 9 p.m. Exhibitors' village**

*Free entry*



# NEW FOR 2023 - THE TALK SHOW



This year, the 5 Etoiles de Pau are organizing a new feature for the event, in partnership with Maison Forestier (Voltaire Group): a talk show with speakers from different sectors and some of the biggest names in the equestrian world.

Rider preparation, horse care and lifestyle, training horses in France and abroad, etc. A wide range of topics will be discussed, underpinned by the all-important issue of the well-being and performance of the two athletes that form a horse/rider pair: two topics that are inextricably linked to one another, and also to eventing. On the guest list are some of the top French and international riders, vets, grooms, trainers, and a few surprises!

**Friday 27<sup>th</sup> October**  
**Saturday 28<sup>th</sup> October**  
**Sunday 29<sup>th</sup> October**  
*Exhibitors' village*



# ALONGSIDE THE COMPETITION



## THE EXHIBITORS' VILLAGE

Riding and auxiliary equipment, specialist clothing and fashionwear, jewellery, beauty products, vehicles, stable supplies, etc. Over one hundred stands await the visitors as they stroll through the village. There's also the "gourmet corner", a food & drink area with different food-trucks that offer something to suit all tastes and budgets!



## HORSE SALES

These amicable sales are an opportunity for amateur and professional eventing riders to pick out their future champions. Tomorrow's winners will be there!



## ENTERTAINMENT

Pony rides and many other surprises are in store for adults and children alike, to make a family outing in this exceptional setting at the Domaine de Sers even more special.



Once again this year, *Les 5 Etoiles de Pau* welcomes a number of talented artists to display their work. Sculptors, graphic artists and painters add their touch of imagination and creativity to the Domaine de Sers.



## **EMMANUEL KIEFFER**

Fascinated by the movement, grace, elegance, power and sometimes ethereal nature of the animal who has become his model, Kieffer visualises, designs and forges each part of his sculptures to create a harmonious whole. Each unique piece is a timeless homage to the equestrian world. The artist has specially designed the Pau 5-Star trophy, a unique and emblematic creation that will be awarded to the winner of the CCI 5\*L.

## **STÉPHANIE LAJUS**



## **SOPHIE COUSINIÉ**



## **ELIA BRUNCLAIRE**



## **NATACHA RIBET**





## **AN EQUAL-OPPORTUNITIES SPORT**

Horse-riding is the only Olympic sport in which men and women compete in the same tests, with the same level of difficulty. It's also a perfect demonstration of gender equality, as around half the competitors are women, who are just as well represented on the podiums as their male counterparts. The recent victories by New-Zealand rider Jonelle Price (2022), British rider Laura Collett (2020) and French rider Gwendolen Fer (2017) show that women are as competitive as men, right up to the highest level. All the major individual world titles are also currently held by women. A wonderful image and an integral part of the values of equestrian sports!

## **AN ENVIRONMENTALLY-FRIENDLY APPROACH**

Eventing is a fine example of outdoor sports, and the competition reflects this. The Domaine de Sers is a verdant woodland park in the city of Pau, and home to the municipal greenhouses. You can enjoy walking through the beautiful parkland as you make your way to the different events.

Several initiatives have been devised to contribute to preserving this beautiful setting:

- Fully online ticket office.
- Printed programmes have been replaced by a mobile app.
- Visitors are encouraged to sort and reduce waste.
- Promoting public transport in the area as a means of travelling to and from the site.



# ON THE AGENDA

<i>Thursday 26 October</i>	Morning: horse inspection Afternoon: dressage
<i>Friday 27 October</i>	All day: dressage
<i>Saturday 28 October</i>	<b>11AM: CROSS-COUNTRY</b> 6pm: Horse-ball, 4 Nations Tournament Rugby & bodega party
<i>Sunday 29 October</i>	Morning: horse-ball, 4 Nations Tournament Horse inspection Afternoon: showjumping & prize giving ceremony

The detailed programme,  
start lists and times are  
available on the free mobile  
app "5 Etoiles de Pau"





# PRACTICAL INFORMATION



## TICKETS ONLINE: [WWW.EVENT-PAU.FR](http://WWW.EVENT-PAU.FR)

Free entry on Thursday, ticket entry only on Friday, Saturday and Sunday. Each ticket is valid for the entire day.



## DOMAINE DE SERS

Route de Bordeaux - D 834  
64000 Pau (France)



## MOBILE APP

The "5 Etoiles de Pau" mobile app can be downloaded free from the Appstore and GooglePlay.



## ACCESS:

- by car: Domaine de Sers, D834
- by bus from Pau city centre: nos. 6, 10, 16 and 17.
- by plane: Pau Pyrénées airport
- by rail: Pau train station.



## FREE PARKING

Bike and motorbike park  
Shuttles from the site entrance to the village for people with reduced mobility.



## LIVE STREAMING

- On Centaure TV (Facebook page 5 Etoiles de Pau)
- On H&C TV for English speakers



## FOLLOW US

Facebook @5EDPofficiel  
Instagram @5etoilesdepau



## **ONLINE ACCREDITATION REQUESTS**

**[www.event-pau.fr/medias/#accreditations](http://www.event-pau.fr/medias/#accreditations)**

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