



# SVĚTOVÝ POHÁR V PARKUROVÉM SKÁKÁNÍ

J&T BANKA CSI\*\*\*W OLOMOUC 2017

**22.-25. 6. 2017**

PRESS NEWS, Olomouc – 2. 8. 2017

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## J&T BANKA CSI3\*W OLOMOUC 2017 HAS CUT RECORD

**International show jumping event J&T Banka CSI3\*W Olomouc, that is organized by the Equine Sport Center in Olomouc every year, was held for fourth time from 22nd till 25th June, 2017. Number of participants are rising year by year.**

J&T Banka CSI3\*W Olomouc 2017 was point of enormous interest of riders. 133 athletes came from 18 countries over the world in this Moravian city. Flags of Canada, Hong Kong, Japan or South Korea could be found on the starting lists.

Equine Sport Center Olomouc faced successfully huge onslaught, for example grooms expended 900 hay and straw packs, 500 shavings packs. About 700 m<sup>3</sup> water run throught the water supply just for a horse shower and footing irrigation. Electric energy consumption per day could be compared to one hundred standard family houses consumption. The organizing committee counted about 170 memebers, that done good job.

Show schedule invited to 18 competitions with total prize money 135 000 EUR. Budget of the World Cup event achived about 12 mio. CZK. Next to cash also 50 trophies, 26 horse blanketts and 250 cockades were distributed.

The show attracted also many fans of the equestrian sport. About 10 000 visitors came in the ESC Olomouc directly. Foreign riders talked about amazing atmosphere thanks to them. Czech television and live internet broadcast were interesting for 400 000 spectators totally. Grand Prix live broadcast found 115 000 spectators of the Czech TV and 15 000 via the internet. They watched top sport with many successes of home Czech athletes with the best results in the end, when Aleš Opatrný and Dimaro VD Looise Heide won the Grand Prix World Cup.

Such an important meeting cannot be organized without sponsors and partners. This show was supported by 31 sponsors. Many of them spent the show time in new and larger VIP space. The VIP service was used by about 1500 visitors.

Milions learnt about this event thanks to massive media campaign. Hundreds billboards standed along Czech highways, hundreds traillers were broadcasted. OC issued a newsletter in Czech and English languages, there were printed 1500 pcs. in 4 days.

The top information source of 21st century is internet. Almost 25 000 persons visited repeatedly the show official web site [www.csi-olomouc.cz](http://www.csi-olomouc.cz) during four competition days. The weekly Facebook outreach was 300 000 users, one third of this number related to the Sundays program.

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- Abbreviation CSI3 \* -W: concours de saut international – international show-jumping competitions Category 3 Stars (1-5 stars) with competition included in the World Cup - W (world), other abbreviations: J (juniors) YR ( Young riders), YH (young horses)*
- ESC Olomouc - equestrian center Equine Sports Center in Olomouc- Lazce put into operation in 2013*
- J&T Banka – event general partner*