

## Welcome

05/05/11

Welcome to the third issue of MELBOURNE **countdown** — A continuous newsletter that will tell you the who, what, when, where and how of all things MI3DE.



## MI3DE Entries Closing Soon

Entries are open until **Friday 13 May**. Entry forms and the Rider Schedule can be downloaded from the event website below:

[www.equestrianvictoriaevents.com.au/Melbourne3DE/](http://www.equestrianvictoriaevents.com.au/Melbourne3DE/)

If you have any questions please contact Eventing Coordinator and Entry Secretary Elaine Kellett at Equestrian Victoria on Mondays and Thursdays or email [m3de@equestrianvictoria.com.au](mailto:m3de@equestrianvictoria.com.au)

## CDI-W Entries Open Now

**Grand Prix & Grand Prix Freestyle  
Saturday & Sunday 11 & 12 June 2011**

Entries are now open and details are available on the event website under *Competition Information*. Alternatively contact the Equestrian Victoria office (details below). Following the exciting contest at the recent Sydney CDI we are expecting a quality lineup of starters! Horseland agrees with us and has stepped on board as naming rights sponsor for the **Horseland CDI-W**. Thank you to the Horseland team!



## Operation Greenwich Gold

Our CDI-W Dressage Competition has been confirmed as a qualifying event for both the Olympic Games as well as the Equestrian Grand Final.



## Ticket Promotion - Click to Win!



Tickets for MI3DE are available from our event partner Ticketek! Book 2 or more tickets before Sunday 22 May & go in the draw to win the **Ultimate Olympic Meet & Greet** with some of Australia's most successful Olympic athletes plus enjoy all the excitement with an exclusive VIP Pass entry for you and a friend for one of the 3 days. Visit the **Ticketek website** for details <http://premier.ticketek.com.au>. Buy NOW as ticket prices will be higher at the gate!

## Volunteering at MI3DE

The Organising Committee is still looking for passionate and dedicated volunteers. If you are available between the 9-13 June and happy to donate your skills and time, please contact the EV office (details below) or email [m3de@equestrianvictoria.com.au](mailto:m3de@equestrianvictoria.com.au)



## MI3DE in the Media

Recently MI3DE received exposure in the May issue of *The Horse Magazine* (1 page!), the *Herald Sun*, *Wyndham Weekly*, the *Werribee Banner* and *Weekly Times*! Well done to all involved!

## Are YOU the next Eventing Superstar?

*Equestrian Life* is proud to be a supporter of the 2011 MI3DE and the sponsor of the 2011 Marketing Development Award. This Award is open to all riders between the ages of 18 and 26 competing at any level of the 2011 Melbourne Three Day Event.

The aim of the Award is to increase awareness of the value of marketing and self-promotion and provide the winner with the expertise to raise their marketing profile. For more information visit [www.equestrianlife.com.au](http://www.equestrianlife.com.au).

## Better Riding with Christoph



This one is a must-attend! Friday's evening program will feature an exclusive Masterclass with Director of training and education of the German National Equestrian Federation FN Christoph Hess. In a 60-minute session Christoph will demonstrate with selected combinations how to improve the rider's seat, aids and interaction with the horse.

He will look at and analyse communication problems between horse and rider and provide solutions to these. As a renowned judge and accomplished rider he is able to assess horses and riders from the perspective of a coach and rider.



## Parlez-Vous Francais?

MI3DE will have visitors from Paris this year! French parcours troupe **The Horseman Team** has been booked to perform at the event and in Melbourne CBD at Federation Square. More details to come!

Mateo and his team have been a star attraction at many major equestrian events in Europe. Not only are these French boys sexy and know how to woo a crowd, they can also outjump a horse!

Hop on to Facebook or YouTube for a sneak peak!



## Trade Village News

MI3DE is THE place to shop it seems with 60 exhibitors confirmed for the trade village, ranging from exclusive jewellery and clothing to saddlery, from motivational speakers to health products for horse and rider, from Belgian waffles to Portuguese chicken!

Take a **trade village passport** and have it marked by every trader for your chance to win awesome prizes.

Visit our **MI3DE Merchandise** stall to see our new range of event souvenirs including Polo shirts, socks and gumboots in colours navy and gold featuring the MI3DE logo.

