



Media Release

28 March 2011

For immediate release

Tickets on sale for a Great Winter's Day Out

Melbourne International Three-Day-Event - Friday, 10 June – Monday 13 June, 2011

Equestrian Victoria (EV) this week announced the sale of tickets through *Ticketek* for Victoria's premier equestrian event, the Melbourne International Three-Day-Event (MI3DE), held at the picturesque Werribee Park precinct over the Queen's Birthday weekend (Friday, 10 June – Monday, 13 June).

With tickets starting at \$28 for an adult, the MI3DE will thrill families, trendsetters and equine enthusiasts alike as the very best of equestrian entertainment is showcased amidst the beautiful surrounds of the Werribee Park Mansion, heritage farmyard and State Rose Gardens.

Crowds will witness Olympic level competition as Australian and international horse and rider combinations compete in one of the qualifiers for the 2012 London Olympic Games.

Equestrian Victoria CEO, Jackie Woodhead, said spectators attending the MI3DE would be treated to the excitement of eventing and the hospitality of a competition soaked in history and international prestige.

"The only Olympic competition that involves animals and sees men and women compete against each other, equestrian eventing is exciting to watch and has great appeal to the general punter," said Mrs Woodhead.

"The Melbourne International Three-Day-Event offers a perfect winter's day out with a great opportunity for crowds to picnic around the precinct amongst the beautiful grounds. We encourage Victorians to embrace the event that has been running for 53 years and enjoy the variety of indoor and outdoor entertainment spaces on offer."

Described as an equine triathlon, competitors ride in three phases of competition; dressage, cross-country and show jumping, with a score from each phase adding to a cumulative total for the overall winners.

Beyond the world class equestrian event, spectators will enjoy a food and wine showcase, featuring regional produce as well as a lifestyle and fashion offering in a purpose built all weather area.

Tickets for general admission to one or all three days of competition are available from *Ticketek* online <http://premier.ticketek.com.au/> For more information on the 2011 Melbourne International Three-Day-Event please visit <http://equestrianvictoriaevents.com.au/Melbourne3DE/index.php>

ENDS



Please contact **WrightsPR (+61 3 9690 9911)** for all media enquiries relating to the 2011 MI3DE:

Georgina Murphy, Account Executive / Wrights PR / +61 411 718 817 gmurphy@wrights.com.au

Gareth Beck, Account Manager / WrightsPR / +61 412 913 150 / gbeck@wrights.com.au