



MEDIA RELEASE

Thursday, 1 March 2012

Tickets Now on Sale for Family Fun of Olympic Proportions at Melbourne International Three-Day-Event Friday, 8 – Monday, 11 June 2012

London Olympic fever will reach picturesque Werribee Park National Equestrian Centre this Queen's Birthday long weekend (Friday, 8 – Monday, 11 June, 2012) when Equestrian Victoria (EV) hosts the coveted Melbourne International Three-Day-Event (MI3DE).

Rich in history and international prestige, the event celebrates Australian's love of the great outdoors and our long and proud record of Olympic gold medal success as it becomes the gateway to the 2012 London Olympic Games.

Throughout the weekend families will join trendsetters, holiday makers and equine enthusiasts as the very best of equestrian entertainment is showcased through the beautiful grounds of the Werribee Park Mansion, State Rose Gardens and heritage listed Farmyard.

The 55 year old competition, the oldest of its kind in the southern hemisphere, is the final Australasian qualifier for the 2012 London Olympic Games and a true spectacle for the young and young at heart looking for the perfect winter's day out.

Horse and riders vying for London 2012 selection, past Olympians and Australia's up and coming equestrian talent will compete in what's best described as an equine triathlon, where competitors ride in three phases of competition; dressage, cross-country and show jumping, with a score from each phase adding to cumulative total for the overall winner.

Equestrian Victoria CEO, Jackie Woodhead, said spectators attending the 2012 MI3DE will be treated to the excitement of an Olympic gold medal sport and the brilliance of an event which sees animal and human compete as one.

"The Melbourne International Three-Day-Event offers people of all ages a great winter's day out at an event with a proven and proud history of family fun and top level competition.

"In 2012 the event provides a gateway to the excitement of the upcoming 2012 London Olympics and Equestrian Victoria invites Victorians to embrace the event right on their doorstep."

Beyond the world class equestrian spectacle, event goers can enjoy an art show, featuring works by local and international artists and a lifestyle and fashion offering in a purpose built, all weather arena.

Event goers are encouraged to take advantage of Ticketek's early bird ticket offer and purchase tickets online at <http://premier.ticketek.com.au/>

For further details on the 2012 Melbourne International Three-Day-Event (MI3DE), please visit <http://www.equestrianvictoriaevents.com.au/Melbourne3DE/> and become a 'Melbourne International Three Day Event' fan on Facebook for event updates and news.

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For all media enquiries relating to the 2012 MI3DE, please contact Wrights PR on +61 (0) 3 9690 9911
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To give everyone the opportunity to live their EQUESTRIAN Dream...