



**MEDIA RELEASE**

*For immediate release*

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**WRIGHTS PR GALLOPS FOR GOLD WITH MELBOURNE INTERNATIONAL THREE-DAY-EVENT**

Independent public relations firm, Wrights PR, has added Equestrian Victoria's Melbourne International Three-Day-Event (MI3DE) to its stable of major event clients which includes the Royal Melbourne Show and Melbourne Cup Carnival.

Held annually at the purpose-built Werribee Park National Equestrian Centre on the Queen's Birthday long-weekend - Thursday, 9 June to Monday, 13 June 2011 - the MI3DE is steeped in history and has been providing top level horse and rider combinations with an Olympic qualification ground for the past 53 years.

Engaged to take the event to the public and guide it towards major events status, Wrights will draw on its past experience with clients such as the Victoria Racing Club, Country Racing, V8 Supercars and the Royal Agricultural Society of Victoria.

"Wrights is proud to partner with Equestrian Victoria bringing the Melbourne International Three-Day-Event to the public arena," said WrightsPR chair Douglas Wright. "We are looking forward to working on an event of such high calibre and untapped potential.

"Since 1988 Wrights has been associated with Australia's largest brands and events and representing the Melbourne International Three-Day-Event is a perfect fit for our team," Mr Wright said.

"The event takes place in a beautiful part of the country, close to Melbourne and Geelong on a Sunday of a long weekend when there are no other major events in the area. The combination of the country's best riders, superbly turned out horses, fine food and wine from the region and a growing interest in equestrian point to a hallmark event."

Best described as an equine triathlon, the event is held over three days across the beautiful Werribee Park facility with horse and rider completing three phases of gruelling competition; dressage, cross-country and show-jumping.

The cross country course sees horse and rider gallop through parts of the historic Werribee Park Mansion, State Rose Gardens and Werribee Open Range Zoo, providing a backdrop similar to that of the the United Kingdom's Badminton International Horse Trials, the pinnacle of equestrian events worldwide.

Jackie Woodhead, CEO Equestrian Victoria and Event Director of the MI3DE is excited to move into the major events calendar.

"Equestrian Victoria is thrilled to appoint Wrights to the Melbourne International Three-Day-Event account. We are excited by Wrights' professional manner and track record with big events and are looking forward to a great partnership," said Mrs Woodhead.

The MI3DE has previously attracted more than 10,000 spectators as well as riders and officials from Europe, New Zealand and parts of Asia. The 2011 event will host a trade fair and exhibit regional produce, offering both a shopping and gourmet food and wine experience for visitors.

For further information about Wrights, please visit [www.wrights.com.au](http://www.wrights.com.au) and for the Melbourne International Three-Day-Event visit, <http://equestrianvictoriaevents.com.au/Melbourne3DE/>

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