

25 / 11 / 2016



LONGINES
PARIS EIFFEL
JUMPING

2017 *The French Signature*



Longines Paris Eiffel Jumping 2017

**RETURN TO THE
CHAMPS DE MARS
from 30th June to
2nd July**

After being temporarily exiled to the Jardins de Bagatelle to make way for the Euro 2016 fan zone, in 2017 the Longines Paris Eiffel Jumping will go back where it all began: at the Champ de Mars with the Eiffel Tower as a backdrop. Expect a huge fanfare for the return of this Parisian jewel of the prestigious Longines Global Champions Tour circuit.

Paris-Eiffel, with its slogan "Horses in the City", will once again live up to its name as the Champ de Mars hosts four-legged champions ridden by the best riders in the world from 30th June to 2nd July: "We are happy and proud to be back on our home ground, the Champ du Mars, for this 4th edition to celebrate the elegance, audacity and excellence of equestrian sports together. We are delighted to have Longines here with us once again, the long-time supporter of the event and title sponsor of the 2017 edition," says Virginie Couperie-Eiffel, President of the Longines Paris Eiffel Jumping. Alongside the Swiss watchmaker, the City of Paris is another staunch supporter of the event: two fairy godmothers watching over this event like no other in the world.

.../...



LONGINES PARIS EIFFEL JUMPING

Face au 36, quai Alphonse Le Gallo - 92100 Boulogne-Billancourt

Tél. +33(0) 1 79 41 33 70

info@pariseiffeljumping.com - pariseiffeljumping.com

Rooting for Paris 2024!

In July, the Longines Paris Eiffel Jumping 2016 cheered off the French riders on their way to Rio. Pénélope Leprévost, Kevin Staut, Roger Yves Bost and Philippe Rozier, crowned with this

amazing Olympic gold medal, will return as heroes to the Champ du Mars in 2017. This year's edition will be particularly important as it is one of the last major sports events to be held in Paris just 2 months before the IOC elects the host city for the 2024 Summer Olympics: «I'm absolutely delighted that the LPEJ is back in the heart of Paris opposite the Eiffel Tower!» says Pénélope Leprévost. «It's a great opportunity for riders and fantastic for the public to be able to come together in this setting that is like no other in the world. There's no doubt about it, it will be a fantastic occasion to celebrate our gold medal once again here in France with my friends and team-mates from Rio, and I hope that we will be able to put all our weight behind the Paris 2024 bid.» Here's hoping that all those positive French Olympic vibes will help influence the IOC's decision.



Cultural venue

While the sporting side of Longines Paris Eiffel Jumping is world-class, the event itself is much more than just a competition. The «Grand Village» next to the arena is a meeting place full of new discoveries and has many free activities on offer: equestrian shows, exhibitions, workshops, a pop-up equestrian bookshop, all in inimitable French style. Over 50,000 visitors are expected in the village that will also boast equestrian-themed shops.

Culture also comes in the form of gastronomy and the restaurants in the reception areas run by the famous 3-star chefs, Alain Ducasse and Frédéric Vardon. The Longines Paris Eiffel Jumping will not only be hosting the best riders in the world, but also their owners and other big-name riders (Jessica Springsteen, Georgina Bloomberg, Jennifer Gates amongst others, often accompanied by their famous fathers), all of which helps put France on the global map. The return of the event to the Champ de Mars will just add to the prestige.

#LPEJ2017

CONTACTS :

IMAGE 7

Nathalie FELD
nfeld@image7.fr / +33 (0)1 53 70 94 23

Anne-Charlotte TALBOURDET
actalbourdet@image7.fr / +33 (0)1 53 70 94 24

Charlotte MOURARET
cmouraret@image7.fr / +33 (0)1 53 70 74 28

R&B PRESSE

Pascal RENAULDON
p.renauldon@rbpresse.com / +33 (0)3 44 62 06 21

Jessica RODRIGUES
j.rodrigues@rbpresse.com / +33 (0)6 20 41 91 99

Diane PROUHET
d.prouhet@rbpresse.com / +33 (0) 6 71 91 66 88

LONGINES GLOBAL CHAMPIONS TOUR

press@globalchampionstour.com
+31 402 069 111

LONGINES
Caroline SCRIVENER

caroline.scrivener@swatchgroup.com
+33 (0)1 53 81 22 42

