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LONGINES MASTERS EXPERIENCE KICKS OFF MONTH-LONG COUNTDOWN UNTIL THE LONGINES MASTERS OF LOS ANGELES WITH TEAM USA SILVER MEDALIST SHOW JUMPER LUCY DAVIS

The Largest Number of International Show Jumping Medalists to Ever Compete Together in the Longines Masters Series Prepare to Jump into Los Angeles September 29 – October 2

LOS ANGELES (Aug. 29, 2016) – Today marks exactly one month to go until the kickoff of season 2 of the Longines Masters Series, which will begin with the Longines Masters of Los Angeles September 29-October 2 before traveling to Paris in December 2016 and culminating with Hong Kong in February 2017. The four-day competition at the Long Beach Convention Center will bring spectators fast-paced, heart-pounding international show jumping competition, with Title Sponsor and Official Timekeeper Longines leading the way to elevate the sport around the world.

To begin the countdown to the launch of the series, today the Longines Masters hosted a special multi-generational Q&A panel of Team USA show jumpers **Lucy Davis** (Rio 2016 silver medalist), **Rich Fellers** (London 2012 and 2015 Longines FEI World Cup Final) and **Will Simpson** (Beijing 2008 gold medalist); **Long Beach Mayor Robert Garcia**; and **CEO of EEM, creators of the Longines Masters, Christophe Ameeuw**. Davis, led by show jumping veterans Fellers and Simpson, arrived atop a horse, and the event concluded with guests being treated to a taste of Long Beach's food, live art by California native artist **John Culqui**, and a celebratory toast to welcome the Longines Masters to Long Beach.



“In exactly one month, the Longines Masters of Los Angeles will welcome the world’s top riders, luxury brands, one-of-a-kind artwork, and exquisite global cuisine to Long Beach to embark on the journey of the Longines Masters Series season two,” said Ameeuw. “We are so grateful to Longines for their continued global support and dedication to elevating the sport of show jumping on an international stage.”

Highlights from the event included:

- **Long Beach Mayor Dr. Robert Garcia** expressed how grateful he and the city are to host the Longines Masters, and why they welcome the event with such open arms.
- **CEO of EEM, creators of the Longines Masters Series, Christophe Ameeuw**, spoke about the breadth of the international series, which will begin on September 29th with the Longines Masters of Los Angeles and travel to Paris and Hong Kong. He introduced the new Super Grand Slam Bonus that the world’s top riders will vie for in Season Two of the Longines Masters Series and spoke of his enthusiasm over bringing the event to Long Beach.
- Fresh off her performance in Rio, Los Angeles native **Lucy Davis** naturally made her homecoming grand entrance in style as she arrived on horseback. She shared the excitement of the moment she stood on the winners’ podium, how she’s looking forward to the Longines Masters of Los Angeles, why she thinks it’s so important to raise the profile of show jumping in the U.S., and what it means to her to have an event of this caliber in her backyard.
- **Rich Fellers**, who was part of the 2012 U.S. Olympic show jumping team and a 2015 Longines FEI World Cup Finalist, discussed the evolution of how much the equestrian sport has grown in popularity and the effect the Longines Masters has had on raising show jumping’s profile with an American audience.
- Olympic gold medalist **Will Simpson** spoke about his experiences in the 2008 Beijing Olympics and why he competes at the Longines Masters of Los Angeles. He discussed all that the Longines Masters has to offer, including the event’s unique Pro-Am Style & Competition for Charity.
- California local artist **John Culqui**, whose work has become iconic in the city and is known for his art having classic Southern California beach-based imagery, was on site as he painted a piece live for attendees. A first-generation Ecuadorian American, Culqui has shown in exhibits in the U.S. as well as internationally in Australia.

In addition to the incredible riders who were in attendance at today’s preview, the largest number of Olympians to ever compete together on U.S. soil are preparing for the American leg of the Grand Slam Indoor of Show Jumping, the global three-leg competition known as the Longines Masters Series. Joining from Team USA will be Lucy Davis’s teammate and fellow silver medalist Kent Farrington, who will return to the Longines Masters to face familiar faces from the Rio games, including Team France gold medalist Kevin Staut, Pénélope Leprevost and Roger-Yves Bost, Canada individual bronze medalist Eric Lamaze and Team Germany bronze medalists, current world number 1 Christian Ahlmann, Daniel Deusser, and Meredith Michaels Beerbaum. French superstar, World Number 2 and fellow 2016 Olympian Simon Delestre will also compete, appearing at the American competition for the first time after multiple appearances in Paris and Hong Kong.

A full rider list will be released in September to give spectators a glimpse of the world’s top-rated riders who will be exhibiting their skills and competing for the new Super Grand Slam Bonus at the Longines Masters of Los Angeles.

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ABOUT THE LONGINES MASTERS

Established in three of the world’s most iconic cities — Los Angeles, Paris and Hong Kong — the Longines Masters Series, “Grand Slam Indoor of Show Jumping” is renowned as one of the most prestigious equestrian events in the world.

Created by EEM and inspired by the Grand Slam tennis tournaments, the Series rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014. In 2015, the intercontinental trilogy became the Longines Masters.

Presented by EEM and recognized by the FEI, the “Grand Slam of Indoor Show Jumping” is the ultimate

challenge, with two levels of prizes:

The Super Grand Slam, a bonus of 2.25 million Euros for winning 3 consecutive Longines Grand Prix in the same season: Los Angeles, followed by Paris and then Hong Kong.

The Grand Slam: a bonus of 1 million Euros for three successive victories in the Longines Grand Prix from one season to the next, (ex: Paris > Hong Kong > Los Angeles, or Hong Kong > Los Angeles > Paris.)

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Longines Masters is a must-attend event bringing together top-level athletes and amateurs alike, celebrities and corporate decision-makers from around the world, all who come to enjoy a unique experience created by exceptional moments in sport, entertainment, glamour, gastronomy and contemporary art.

Save the dates for the season two:

- Longines Masters of Los Angeles: 29 September-2 October, 2016
- Longines Masters of Paris: 1-4 December, 2016
- Longines Masters of Hong Kong: 10-12 February, 2017

ABOUT EEM

EEM CEO and Founder Christophe Ameeuw and his team have set no less a goal than to reinvent the sport of show jumping. For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the legendary tournaments of the tennis Grand Slam, EEM gathers under one roof the best of show jumping, entertainment and lifestyle experience. 2009 was a crucial milestone for EEM with its revival of the "Jumping de Paris" and the creation of the Gucci Paris Masters. EEM then set off to conquer new continents, with an Asian edition which took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. In 2015 the intercontinental trilogy of which EEM is the creator, owner and organizer, became the Longines Masters "Grand Slam Indoor of Show Jumping".

ABOUT OUR PHILOSOPHY

« We Ride the World »™

The international signature of the Longines Masters "We Ride the World" was introduced last season by EEM, notably featured along with the documentary series "The Ride of My Life," both of which echo the philosophy developed by EEM for the Longines Masters:

Said Christophe Ameeuw, "If equestrian sports are a matter of taste, there is still a consensus that no one can question: the beauty of the horse transcends the sportive exploit, and beyond the extraordinary performance of the riders, conveys a feeling of wonder.

And this is doubtlessly what makes show jumping universal, transcending countries, cultures and populations. Its treasured values do not need rules to exist. They are shared without effort as a testimonial. There is something profoundly captivating in the competition, like a theatrical play that mesmerises and transports you. In a world that is becoming more and more digital, the experience of the live spectacle is a rare and enviable commodity. All over the world sports events gather the crowds and unlock passions, inspired by social networks as symbols of a generation that is eager to share. This emotion, this dream, this enchantment that we bring to our "Masters" is our mission at EEM. Each new season of Longines Masters Series, "Grand Slam Indoor of Show Jumping", across three continents, three cultures, three emblematic cities, Los Angeles, Paris, and Hong Kong, we carry the values of our sport as an antidote to the difficulties of our time."

ABOUT LONGINES

Based in Saint-Imier, Switzerland since 1832, the watchmaking expertise of Longines reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper for world championships and as a partner of international sports federations. Over the years, Longines has forged solid and lasting ties with the sports world. Known for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of timekeeping products. Featuring the winged hourglass as its emblem, the brand operates in more than 150 countries.

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FOR MEDIA: Press photos are available [here](#), credit Getty for EEM.

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