



## Press Release

01. - 06. August 2017

CSI/ CDI Verden/ Germany

## Verden International – Flagship for the horse country Lower Saxony

Verden - Tradition is good, but not always enough. Not ignoring tradition and at the same time looking ahead to the future is exactly what the Organizing Committee of Verden International had in mind. To present the most amazing kind of equestrian sport, but to also present experience areas on the subject “horse” in order to kindle joy and passion – this is what it is about from August 1 – 6 in the Riders’ Stadium and the directly adjacent area of the Hannoveraner Verband in Verden. Verden International reconciles a lot of different things: international sport in two disciplines – show jumping and dressage – national sport for four- and two-legged athletes, an internationally very popular and renowned auction for broodmares and foals, the legendary Herwart von der Decken-Show and the Verden Country Days with new attractions. To summarize it – a festival for the whole family.

The festive character regularly unfolds on Saturday at the Verden Show Evening, supported by Kreissparkasse Verden and the lottery “Sparen und Gewinnen” (Save and Win). The late-night fireworks high above the stadium are a feast for the eyes and culmination of an entertaining show evening, focused on the subject horse and the different horse breeds with a variety of funny and breathtaking show acts. Verden International is one of only few tournament venues where such a light show is possible.

### Verden Country Days closer at the competitions

The competition arenas moved closer together in 2017, accompanied by a relocation of the exhibition grounds of the Verden Country Days. The huge exhibition area with some 70 exhibitors from a whole host of different branches is more in the focus and is complemented by a “market place”, a central point near the stadium where exchange, action and orientation is possible. “We would like to keep the event open for everybody,” says Dr. Werner Schade from the Hannoveraner Verband. This became already obvious at the event “HA.LT”, the championships of the Lower Saxonian equestrian association. The Verden Country Days provide, moreover, novelties such as show cooking with Verden star cook



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Wolfgang Pade. He will create culinary temptations together with Meredith Michaels-Beerbaum and the former soccer goalkeeper Frank Rost.

## Child's Day! Welcome young visitors

Children love horses and ponies, and Verden International will particularly open its gates for the youngest ones on Friday, August 3. In any case, young visitors are always welcome from August 1 – 6, but there will be a specialty on Friday afternoon when wooden horses will be handed over to kindergartens from different regions in a festive ceremony. It is a major matter of concern for the Hannoveraner Verband to already attract the attention of children. This is the reason why the Verband also supports the charitable organization "Pferde für unsere Kinder e. V." (Horses for our Children). "Today, it is no longer normal that children get in touch with horses. Appropriate contact with horses has a positive influence on children that is beneficiary for the child's development," explains Dr. Werner Schade, Breeding and Business Manager of the Hannoveraner Verband. The kids' area at Verden International is open every day and provides everything for an interesting, joyful day and the well-being of the youngest ones: from pony riding to a show jumping course for kids and bouncy castle. Entrance is free on all days for children up to the age of six.

## Amazing contests

The CSI/CDI- tests and national competitions in the two different disciplines provide a wide range of contests at Verden International. Show jumping and dressage sport unfolds all its fascination in the jump course and dressage arena where young riding horses to experienced Grand Prix-horses compete in the Hanoverian Riding, Dressage and Show Jumping Championships. The CSI/CDI at Verden International comes with prize money totalling some 88,000 Euro. The Verden Grand Prix for show jumping and the Grand Prix Special in the Hanoverian dressage arena, located where the former WC dressage ring was, are the highlights of the sports program. These two competition arenas are in the focus of the sports schedule. Dr. Werner Schade: "We will try and see how this concentration on two competition grounds will be accepted. It is not fixed for all eternity, but subject to reconsideration."

Show jumping riders from 21 countries and dressage riders from 9 countries will turn the Verden event from August 1 – 6 into a true international meeting point.

## Going once, going twice, going third ....

The plan already existed for a long time and was finally implemented in 2016: Verden International is not only a sports event, but also venue for successful equestrian sales events. The Hannoveraner Verband invites for the Verden Foal and Broodmare Auction on August 4 and 5. A great advantage: potential customers can combine both dates, and – last but not least – participants and horse owners have the opportunity to thoroughly check the market and invest in breeding and raising.



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The broodmares and foals are presented as of 01.00 pm each day. Seven carefully selected broodmares and 116 foals, born in 2017, are put up for auction in Verden. A perfect opportunity to acquire top-class youngsters with a perfect pedigree as early as possible.

## Verden International - Tickets

The international tournament from August 1 – 6 is one of the most gorgeous events in Northern Germany. Tickets are available at Euro 5 on Tuesday (Herwart von der Decken-Show) and Wednesday. The price for a day ticket from Thursday to Sunday is Euro 10, all-day tickets are available at prices as of Euro 35. For advance tickets, please call ++49 (0)1806 999 0000 or click on [www.ticketmaster.de](http://www.ticketmaster.de)

Press release dd. August 5, 2017

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