



UPDATE

Official Communication



27 July 2016 - 13 / 2016

New design, features and editorial style for fei.org!

We have launched a new entry point for fei.org aimed at both **the wider equestrian community and new fans** by promoting the whole 360° of equestrian sport. From lifestyle and fashion to the many personalities (**around the world!**) that make our sport unique or even the rich heritage that underpins equestrian history – we have a lot to celebrate and this new fan destination aims to do just that.

The **new look and feel also provides** the **opportunity to display** all the **information from our database** (events, results & rankings, calendar, athletes, etc.) in a simple and easy to use manner as well as integrate social media in order to encourage users to interact with the content.

Take a look at this **exciting promotional video** which gives an insight to the new FEI.org website.

The existing “organisational” content on **www.fei.org** won't disappear, it will remain at **http://inside.fei.org** (easily accessible from the upcoming **www.fei.org**) and be the reference point for all content such as rules and regulations, qualifications, media, OC information, officials, Clean Sport, etc...

You know the exceptional stories in your regions and we want fei.org to reflect all the diversity that exists in our sport. Therefore, we would like to take this opportunity to ask you to share any stories, ideas or information you have with our digital content editor Paul Stretton (**paul.stretton@fei.org**).

As with any new endeavour, we will be **implementing** the new look and feel of the website (and releasing its full potential) **over several phases** so this is just the beginning and we are looking forward to bringing you many new features and updates as time goes by, including exclusive and personalised content for users.

We realise this is a very busy few weeks for the all National Federations and the sports world generally so we will be testing all the functionalities and providing you with as much content throughout the Olympic Games so that you can appreciate the new design in peak season!

We hope you will enjoy this new experience and look forward to your initial feedback and input.

The *FEI UPDATE* and supporting documents are available on the **FEI UPDATE Library** on the *FEI website*.