



2019 PRESS RELEASE

After its third year of transition following the change of format introduced in 2016, the FEI DRESSAGE WORLD CHALLENGE will be celebrating its 39th edition in 2019.

With the review of the format and the increase of the level of the tests in order to bring the focus of this competition back to a sport performance objective rather than just participation, athletes are more than ever a step closer to the International scene and for many of them this is a perfect opportunity for a trial run before entering their first official CDI.

In 2018 the official recognition of the FEI Dressage World Challenge as a possible qualifying event for athletes to obtain their Certificate of Capability in view of the Central American and Caribbean Games set a new milestone for this series which struggled for years to reach a true competitive purpose.

Time will tell but this is a great step forward and perhaps in the future the Dressage Challenge will be used as a qualifying event for other Continental or Regional Championships and Games.

A total of 37 competitions were organized worldwide in 2018 as opposed to 40 in 2017. More NFs were meant to take part but had to cancel their event in most cases due to weather conditions.

In terms of sport development, the FEI Dressage World Challenge keeps providing opportunities for National Officials, Coaches and Athletes to gain experience through this competition. The possibility for National Officials to be appointed as Ground Jury Member officiating alongside experienced FEI Judges to improve their judging skills should in the long run help NFs increase their pool of qualified Officials and as a consequence be able to organise more National competitions. This will then benefit organisers, coaches and their athletes and help grow the discipline in general.

In 2017 the FEI reviewed its branding strategy and a new corporate identity was developed. Consequently from 2019 onwards, the name of the series has slightly changed in order to stay in line with the FEI's new corporate identity. The series will now be referred to as the FEI DRESSAGE World Challenge and no longer the FEI World Dressage Challenge and a dedicated logo has been created.

All documents, logos and information related to the FEI Dressage World Challenge are available on the FEI website: <http://inside.fei.org/fei/events/fei-world-challenge/dressage/downloads>.