

# Horses & Dreams meets Brazil

23.-27. April 2014 Hagen a.T.W.  
HOF KASSELMANN



Medienpartner:

**NEUE OZ** DAS MEDIENHAUS  
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## PRESS RELEASE

### HORSES & DREAMS meets Brazil

Hof Kasselmann in Hagen a.T.W. • April 23 – 27, 2014

# Horses & Dreams meets Brazil at Cornelia Poletto's Restaurant

**(Hagen a.T.W.)** The traditional horse show Horses & Dreams with its annually changing host countries is a center of attraction for stars from international equestrian sports, meeting point for opinion leaders from industry, politics and media and at the same time platform for social projects.

The highlights of the event, held in Hagen from April 23 to 27, 2014, were now presented at Cornelia Poletto's restaurant in Hamburg: organizer Ullrich Kasselmann is a good friend of TV-cook Poletto who is an ambitious rider herself, and he appreciates the excellent cuisine, also with a Brazilian touch.

**Mariette Withages-Dieltjens** and **Karina Johannpeter** travelled to Hamburg exclusively for Horses & Dreams to represent the host country. Withages is an international judge and the new trainer of the Brazilian dressage team. "Most of the dressage riders in Brazil are pretty young and inexperienced, and they are of course far away from winning medals, but I'm trying to help as best as I can and hope that progress will become visible," Withages about the chances of the Brazilian team in Hagen and at the 2016 Olympics in Rio de Janeiro. "There is a different speed in Brazil," the former chairwoman of the FEI Dressage Committee smiled.

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**Karina Johannpeter** represents the Brazilian show jumping riders at international tournaments. Born in Brazil, she spent her childhood in Brazil as well as in Germany and is now living in Emsdetten. Her father, an approved horse expert and breeder in Brazil, hosts a huge jumper tournament in Brazil every year. "We of course try to further expand our tournament year by year, but it is certainly not comparable to an event such as Horses & Dreams," the 30-year-old said. The atmosphere and the general conditions were simply unique in Hagen, the only comparable event would probably be the one in Aachen.

Dressage rider **Lyndal Oatley** also felt at home at the Hagen Borgberg: The Australian rider came to Germany seven years ago. "Horses & Dreams was my first big tournament in Germany, and it hasn't lost any of its fascination for me today." The familiar atmosphere at Horses & Dreams will provide the background this year when she will be honored with the German rider's award in gold.

„The most reliable way to successfully implement a good idea is to have many ideas," this quotation describes the successful concept of Ulli Kasselmann. One of his brilliant ideas is the Sparkasse Equine Biathlon, combining three disciplines in one: running, shooting and riding. Accuracy with the laser gun, running fast and skills in the show jumping course, combined with perfect body control. The pulse rate is regularly checked and shown on the board in the stadium. The team contest under the motto "South America against the rest of the world" will be another highlight besides the individual tests, rewarding the winning team with another Euro 10,000 prize money. The prize will be given by the company Ozark.

The initiative „Riding against Hunger", launched in 2012 during an evening dinner of publisher Gudrun Bauer (Bauer Media Group) and Ulli Kasselmann (Performance Sales International) for the benefit of the German Agro Action, appreciates that celebrity supporters will attend the auction of the "**Red Horse**" on Saturday.

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**Howard Carpendale**, one of the best-known German entertainers, will also extensively support this project together with **Secretary of Defense Dr. Ursula von der Leyen**, the patron of this initiative. His current song "How much is one billion" is meant to become the hymn of "Riding against Hunger", with the content of the song perfectly matching the aim of the initiative, as the manager of Bauer Premium GmbH, Ingo Klinge, explained. "We are happy about the short-term feedback and the assurance that Howard Carpendale will extensively support our project."

Lars Kegel from the Carpendale-management even went a little further: "We decided to release the song as single and to give a certain amount from the sales directly to this initiative." Euro 370,000 were a fantastic success the project had been able to generate until today. "It is our aim to successfully contribute to increasing this amount," Kegel said. Carpendale will hold the "Red Charity Horse" auction with Secretary of Defense Ursula von der Leyen and the famous auctioneer Uwe Heckmann at noon on Saturday, April 26, for the benefit of the project "Riding against Hunger". The total proceeds will be for the benefit of the German Agro Action.

## Tickets+++Tickets+++Tickets+++

Tickets are available for booking at € 13.50 € with [www.horses-and-dreams.de](http://www.horses-and-dreams.de) or with ADticket online at [www.adticket.de](http://www.adticket.de), with the ticket hotline: Tel. ++49 (0)180 - 60 50 400 (€ 0.20 / incl. VAT charge for calls fixed network, max. € 0.60 € /charge for calls mobile phone network) and with all ADticket-booking offices. Free entry for children aged younger than 12, teenagers (12 – 18 years) pay reduced admission fees.

For all results, additional information and impressions, please click on [www.horses-and-dreams.de](http://www.horses-and-dreams.de).

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This press release is distributed on behalf of P.S.I. GmbH – Horses & Dreams.

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