



## Press Release

August 27, 2018

### **AMERICANA 2019: Europe's Premier Western Event as Number 1 offers Attractive Program again – Ticket Sale starts at the beginning of Novem- ber**

Augsburg – This western event remains unique: AMERICANA in Augsburg has set standards in western riding for years, and will do so again in 2019 from September 4 until 9. With a total purse of about \$150,000 each time, it is one of the best endowed shows of Europe. But AMERICANA is much more than only a show. It is the leading sales fair of western and leisure riding, a unique platform of information and simply THE meeting point for western horse fans from all over the world.

#### **AMERICANA – Europe's No.1 in western riding**

Legendary American trainer Pat Parelli called AMERICANA the „Greatest Western Horse Show on Earth“, during an evening show in 2017. And part of it is due to the sales fair – the biggest in Europe for western riding. 51,300 visitors came to AMERICANA 2017 and celebrated the western horse – 98 per cent of them said they will certainly come back again next time. The 331 exhibitors were enthusiastic about then event as well. 72 per cent spoke of excellent or good sales, another 20 per cent were content with what they had sold. Nowhere else in Europe will the western horse fan find such a variety of everything concerning horses and riding as well as lifestyle.

#### **The Information platform (not only) for Western riders**

But AMERICANA is very attractive for conventional horse people as well. During the five days at which this event is open to the public, expert knowledge is available in the Forum – whether it's training, starting horses, barn management of veterinary medicine. In 2019, topics like health, riding tourism and Horse & Dog will be enlarged. And there will be new topics as well like innovative horse keeping or kids program.

But of course it's western riders who will enjoy this event most, as they find lots of information about disciplines, western breeds and western training. The event is the excellent platform for the presentation of associations, breeders and trainers. Here, horse lovers will find their favorite breed, their discipline and where to get expert advice from.

### **High Class sport – finals are part of the evening shows**

For the participants, AMERICANA begins on September 1. During the first days, there are the go rounds in the various disciplines including those of the big visitors' highlights: the World Cup Cutting and the Bronze Trophy Reining. Both offer a huge purse and have gained worldwide fame. No wonder international top riders find their way to Augsburg. As always, the Open Reining Trophy final will be part of the Friday evening show, while Saturday night will focus on cattle classes with the World Cup Cutting Open final as well as the ERCHA Open Cow Horse Futurity final. For the finalist, this offers the chance of competing in front of 6,000 visitors each time. Besides the sports highlights, there will be numerous fine show acts.

### **Think of Christmas Presents now**

A ticket for one of the AMERICANA evening shows makes a perfect gift for Christmas. Ticket Sale starts in November, and you had better hurry then. The Friday and the Saturday evening shows were sold out in 2017.

For all those who would like to get an impression of the AMERICANA feeling, there are a number of video diaries of the 2017 event upon the AMERICANA homepage: [www.americana.de](http://www.americana.de)!

### **For further information:**

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