



Press Release

October 30, 2018

New at 2019 AMERICANA: World Cup Ranch Riding Non Pro!

Augsburg – Great news for all who love Ranch Riding: At AMERICANA 2019 (Augsburg, September 4 until 8, 2019) there will not only be a \$5,000-added World Cup Ranch Riding Open, but for the first time a Non Pro as well – offering a purse of \$3,000-added. In both classes, there will be a go round and a final. The Open final will be part of the Friday evening show. So, Ranch Riders will have the chance of riding in front of 5,000 visitors!

„We are very happy to present the 2019 World Cup Ranch Riding at our event not only in Open but also in Non Pro,“ says AMERICANA show manager Sandra Quade. „Ranch Riding reflects AMERICANA’s philosophy perfectly: the art of western riding on great and well trained horses as they are needed on the Ranch.“

Ranch Riding became part of AMERICANA in 2015. This AQHA discipline is still relatively young but booming everywhere. In the States, it’s one of the most popular classes at shows. Participants must show a pattern which includes walk, trot and lope – the latter two both in collected and extended form. Also, there are turnarounds, stops and back ups. Judges are looking for smoothness especially in transitions as well as a forward moving horse which responds to slightest commands of the rider. Also, patterns include logs and poles or a corral with cattle (like at AMERICANA 2017). The discipline asks for a versatile and well ridden horse regardless of the breed. Horse and rider should be equipped and dressed for work without fancy silver on the saddle etc. Working saddles with back cinch and breast collar are perfect. Riders wear chinks instead of chaps.

Europe’s Leadin Trade Fair in Western Riding

But AMERICANA is much more than only top class sport. Besides a world class show, there is the biggest European fair of western and leisure riding. Here you will find everything – from horse and riding equipment, clothes, trailers to everything concerning western lifestyle. The 51,300 visitors of 2017 AMERICANA were happy – 98 per cent said they would recommend this event to their friends. Of the 331 exhibitors, 72 per cent spoke of excellent or least good sale success. Another 20 per cent were very content.

Also, AMERICANA is the No. 1 information platform for western riding, breeding and horse management in general. During the five days in which the event is open to the public, experts share their know how – from starting and training horses in various disciplines to feeding or veterinary medicine. In 2019, topics like horse's health, riding tourism and horse and dog will even be increased. New topics include innovative horse management and kid's program.

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 2018 on www.americana.de. Tickets for the Friday and the Saturday evening shows include entry during the day as well. Also, there is a whole show pass which includes all evening shows and entry to the fair during all days.

For all those who would like to get an impression of the AMERICANA feeling, there is a number of video diaries of the 2017 event upon the AMERICANA homepage: www.americana.de!

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