



Media Release

ZURICH YOUTH MASTERS 2024 - International Young Riders' Tournament under the motto of «Ways to Win»

Zurich/Dielsdorf, 4 April 2024 - **From 21 to 25 August 2024, the tournament arena at the Zurich-Dielsdorf Horse Park will host the ZURICH YOUTH MASTERS International Young Riders Tournament for the third time. Over 150 riders with more than 300 horses from all over Europe are expected to compete in four age categories. Excitement is guaranteed as the young talents compete in the CSIO series and CSI competitions for the coveted wildcards for the CHI Geneva and CHI Basel. The ZURICH YOUTH MASTERS have ambitious goals in promoting equestrian sport and horsemanship among young riders. In 2024, the tournament will be held under the motto "Ways to Win", with the aim of inspiring a movement within the equestrian community to redefine equestrianism through innovation, respect and care. A commitment to sustainability and ethics will be at the forefront. One of the highlights of the supporting programme will be a show act by renowned Italian show jumper Luca Moneta, who will share his philosophy of respectful treatment of animals. In a public casting, he will select three exclusive horses to train with him at the ZURICH YOUTH MASTERS.**

From 21 to 25 August 2024, Europe's best young show jumpers will be competing at the international ZURICH YOUTH MASTERS in the show jumping arena at the Zurich-Dielsdorf Horse Park. Over five days, international competitions will be held in four different age categories: two CSIO series with Nations Cups in the Children (U14), Juniors (U18) categories as a qualifier for the final of the "FEI Jumping Nations Cup™ Youth" as well as CSI competitions for ponies and U25 riders. Wildcards for the CHI Geneva (YR) and CHI Basel (J) will again be up for grabs for the best riders.

More than 150 riders with more than 300 horses are expected to compete in front of a large national and international audience. The invitation, the programme and all information will be published on the ZURICH YOUTH MASTERS website at www.youth-masters.ch from spring 2024.

New mission statement "Ways to Win" and presentation of the Horse Welfare Award

The ZURICH YOUTH MASTERS, led by initiator and tournament director Yves von Ballmoos, aims to become one of the most sustainable tournaments in equestrian sport. This is reflected in the introduction of a new mission statement and marketing objective under the motto "Ways to Win", which emphasises horsemanship in the junior sector and a strong commitment to sustainability and ethics. The aim is to find 'ways to win' that benefit both rider and horse. In particular, the next generation of equestrian enthusiasts will be addressed and sensitised to responsible participation in the sport.

To this end, the ZÜRICH YOUTH MASTERS will present for the second time the Horse Welfare Award, which will be under the patronage of the Swiss Foundation «Stiftung Pro Pferd» in 2024, underlining the tournament's commitment to sustainability, ethics and the welfare of horses.

Raising awareness of the welfare of the horse

The "Ways to Win" mission statement aims to inspire a movement within the equestrian community that redefines equestrian sport through innovation, respect and care. By focusing on the welfare of horses, the ZÜRICH YOUTH MASTERS aim to secure a sustainable future for equestrian sport, while providing a platform for young talent to learn not only sporting, but also ethical and sustainable values. The "Ways to Win" mission statement is therefore aimed not only at the participants and their teams, but also at the general public in order to raise awareness of the importance of sustainability and ethics in equestrian sport.

An extensive online marketing campaign and media work will be launched to support the new mission statement. At the heart of the campaign is a social media and influencer initiative, inviting equestrian celebrities, influencers, competitors and teams to share their personal interpretation of 'Ways to Win'. Posts, stories and video messages (e.g. with French show jumper Michel Robert) will be used to gather and disseminate different perspectives on the approach. The aim is to stimulate a broad discussion on sustainable and ethical practices in equestrian sport and to raise awareness of horse welfare.

Show act with Luca Moneta: Natural horsemanship in combination with show jumping

A highlight of this year's fringe programme is the Saturday evening show act with Italian champion rider Luca Moneta, who lives with his horses in a veritable equestrian paradise on the border with Ticino. Known for his approach of combining natural horsemanship with show jumping at the highest level, Moneta will be working with three show jumpers in a special demonstration that will feature classic difficulties on the course. The aim of this demonstration is to emphasise the importance of trust and communication between horse and rider, and to show practical examples of respectful and understanding interaction with horses - especially in sporting competitions.

Exclusive: Public casting for a horse training session with Luca Moneta

The organisers of the ZÜRICH YOUTH MASTERS are offering something very exclusive: as part of the "Ways to Win" campaign, horse owners with so-called "problem horses" can register their interest in a training session with Luca Moneta via social media. From all the registrations received, Moneta will choose three horses to work with in public training sessions on the Thursday and Friday evenings of the show at the Horse Park Zurich-Dielsdorf, and will present the progress of these horses as a show act on the Saturday evening. With this initiative, equestrian enthusiasts can actively participate in the implementation of the new mission statement and experience the principles of horsemanship first hand.

Under the new patronage of Swiss Equestrian Talents (SET)

The Zurich Youth Masters 2024 is under the patronage of Swiss Equestrian Talents (SET), the new Swiss youth programme supported by the Straumann family, which continues the Suisse Youth Jumping Academy launched in 2019. The commitment to promoting young equestrian talent continues to be underlined by important partnerships with main sponsors such as the Grand Hotel Les Trois Rois, TOMMY HILFIGER Equestrian and the Porsche Centre Winterthur as well as numerous competition sponsors and partners.

With its new mission statement and clear focus on sustainability and ethics, the ZURICH YOUTH MASTERS is positioning itself as a pioneering event in equestrian sport. The tournament's commitment to making equestrian sport sustainable and attractive for future generations is reflected in the promotion of young talent and the exploration of forward-looking themes.

The call for entries, the programme and further information on the ZURICH YOUTH MASTERS 2024 will be published on the official website www.youth-masters.ch from spring 2024.

For questions and further information:

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