



Royal Horse Show Available Online and On-Demand

*Catch all the action from the Ricoh Coliseum LIVE as it happens,
or On-Demand for up to a year after the event.*

October 28, 2009

Toronto, ON – Don't panic if you can't make it to Toronto this November to catch every performance of The Royal Horse Show in person. Once the show begins, the entire event (including the Opening day Royal Visit by Prince Charles and Camilla, the National Holstein Show and the Canadian 4-H Junior Dairy Classic) will be webcast live, from start to finish, on www.royalfair.org.

Three options will be available to viewers. The first will be **free** and broadcast in reduced resolution in a fixed-size window. The second option includes a high-quality, full-sized screen with one year of on-demand viewing, at the cost of \$29.95 CAD. The third option also includes the high-quality, full-sized screen but purchased as four-hour segments (live or on-demand) at the cost of \$10 CAD.

"We are extremely excited to once again offer a live webcast of all the action from the main ring at The Royal," said Robert MacAskill, Director of Event and Broadcast Properties for the Fair. "Last year we had just under 50,000 views from 28 countries worldwide, totalling approximately 20,000 hours of viewing – these are tremendous numbers and we look forward to providing an even more comprehensive viewing experience for 2009."

Voice-over commentary for the webcast will be provided by event announcers and augmented by renowned television broadcaster Nancy Wetmore.

The penultimate event of the Horse Show, the **\$75,000 Ricoh Big Ben International Challenge** for International jumpers (Saturday, November 14th) has been sold-out for nearly a month, making the webcast the only way to watch if you don't already have tickets. The Horse Show is not *just* about the jumpers though – the webcast will include all the action and antics from the **Ontario Toyota Dealers Royal Rodeo**, the elegance and artistry of the **CDI 3* Dressage Freestyle Presented by Dominion Regalia**, the pageantry of **Green Meadows Coaching**, the excitement of the **Good Crop Services Indoor Eventing**, the high-stepping hackneys and of course the family-favourite **President's Choice® SuperDogs**.

Highlights of the National and International jumpers include opening weekend at The Royal Horse Show, with two nights of the **\$100,000 Canadian Show Jumping Championships Presented by Greenhawk** setting the bar leading into the following week's International division. International week include the **\$100,000 CN FEI World Cup Qualifier™**, the **\$50,000 Weston Canadian Open** and the inaugural **\$50,000 Royal Team Challenge**.

This year's Royal Horse Show will run November 6th through 15th, 2009. By the time the competition ends, nearly \$750,000 will have been awarded in prize money, making The Royal one of the most prestigious and hotly contested events of the season. For more information, media accreditation, live webcasting, complete schedule, results and to purchase tickets, please visit www.royalfair.org.

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Please advise of web postings.