

Media Info



 **Audi**
Pony Club
Polo Championships
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AUDI EXTENDS SPONSORSHIP OF ENGLISH POLO TO GRASSROOTS

Sponsors of England polo team agrees three-year deal with The Pony Club to develop next generation of polo stars

Audi, the prestige car company and proud sponsors of the national England polo team, is extending its backing of the sport with a brand-new investment at grassroots level.

Audi is to sponsor Pony Club Polo until at least 2012, ensuring the future of English polo is in safe hands. Pony Club Polo identifies, supports and develops up-and-coming young players, as well as endeavouring to make the sport more widely accessible.

The deal will run concurrently with Audi's existing sponsorship of the England team, which allows for three international games to be played each UK season.

"Audi is delighted to be supporting Pony Club Polo to help develop the next generation of England's polo professionals," says Jon Zammett, head of PR for Audi UK. "The Pony Club's specialist knowledge and commitment to the highest standards is commensurate with Audi's philosophy of Vorsprung durch Technik."

The Pony Club, in conjunction with the Hurlingham Polo Association, train young players at branch, area and national level to understand the basic principles of polo – rules, riding, tactics, striking the ball and the welfare of ponies.

Already played by over 600 young people, Pony Club Polo is designed to provide an accessible bridge to the adult game. Members can play polo from the age of 6 to 21 on one pony which might also enjoy other equestrian disciplines.

"Audi's funding will enable many more of our Members to access the specialist training so essential for correct progression with the sport," says Judy Edwards, chief executive of The Pony Club.

The majority of the 50 best players in the UK have previously played Pony Club Polo, as did all the England team at the 2009 Coronation Cup.

Theresa Hodges, chairman of Pony Club Polo adds: "The sport of polo is one that is growing in the UK, and through this sponsorship we hope that Pony Club Members at the grass roots levels can develop their skills, widening and strengthening the base of players who may well go on to a career in adult polo, representing their country."

Ends

