



PRESS RELEASE

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Sara Cox shows Support for British Show Jumping

Radio 1 DJ and television presenter Sara Cox, joins British Show Jumping in an Ambassador role to assist raise public awareness of the sport and the talent within it in the lead up to 2012.

As one of the celebrity riders that took part in the Sport Relief 'Only Fools and Horses' programme, Sara's passion for riding and show jumping was clearly evident. "I've ridden since I was young but the opportunities to fit it in around my work became less and less frequent. Taking part in Only Fools and Horses made me realize how much I missed it and has really rekindled my love for the sport" said Sara.

With prize money now regularly exceeding £100,000 at specific events the rewards for owning a top class horse are now higher than ever. Add to this the pool of talent across the riders we have within Great Britain, then it's easy to understand why show jumping is seeing such a dramatic surge in spectator popularity.

"We welcome Sara's public support of British Show Jumping and we look forward to having her alongside us cheering the British Team to success at some of the events during the forthcoming season. Sara was a superb advocate for British Show Jumping throughout her participation in Only Fools and Horses and we are thrilled that she has chosen to continue showing her support by aligning with us in this way" commented Maria Clayton from British Show Jumping.

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