

JUMPING INTERNATIONAL DE LA BAULE
OFFICIEL DE FRANCE
June 8 to 11, 2023



LA BAULE
★ ★ ★ ★ ★
OFFICIEL DE FRANCE

PRESS RELEASE

February 2, 2023

**Barrière comes on board as the official partner
of the Jumping International de La Baule Nations Cup**

True to the Jumping International de La Baule since its inception in 1960, when François André —Lucien Barrière's uncle— ceded the land of the stadium to the town of La Baule, Barrière is nailing its colours to the mast of the prestigious Nations Cup, starting from the next edition, which is scheduled to take place from 8 to 11 June 2023. The ten invited nations will vie for a place in the pantheon of this event steeped in the history of equestrian sports.



The Jumping International de La Baule Nations Cup stands out from the calendar. Above all, because it is **the only leg held in France** and a highlight of the show jumping season that the entire sport looks forward to. It is also a guarantee of excellence, with the best couples in the world never failing to appear in this crowd-pulling event. From 8 to 11 June 2023, the exceptional venue of the Barrière Resort in La Baule will again host the world's top riders in a valiant contest for their first objective in this competition: **the Barrière Nations Cup**. The Barrière Group, the leading casino operator in France and a reference in the luxury hotel sector thanks to its values and know-how, has decided to forge an alliance with this prestigious event to extend its long-running involvement in the world of equestrian sports.

For the 2023 edition, ten nations will be invited to the course set in the François André Stadium on Friday, 9 June 2023: the first round will be held at 1:30 pm, followed by the second round at 3:30 pm with the top eight nations (provisional schedule). Every team will be eager to shine with just a few weeks to go until the Jumping European Championship in Milan (29 August to 3 September), the last major event before the 2024 Paris Olympics, starting with the Blue Jackets of the French team, who last clinched the win on home turf in 2017.



Show jumping, the quintessential individual sport, turns into an exceptional team sport for the Nations Cup. Any rider can attest to the fact that a Nations Cup is a rare moment in his or her career, an "honour" and a "source of pride", when riders no longer fight only for themselves, but for their respective countries, driven by the hope of concluding the event and buoyed by their national anthems. As the 1952 Nobel Peace Prize laureate Albert Schweitzer put it, "happiness is the only thing that doubles if you share it". Come Friday, 9 June, the Barrière Nations Cup will be a beautiful illustration of this state of mind.

Pierre de Brissac, president of the Jumping International de La Baule

We are delighted, deeply honoured and extremely proud to strike this partnership with the Barrière Group for the upcoming editions of the Officiel de France Nations Cup. This partnership makes a lot of sense. It ties in very nicely with the history and tradition of the show. François André, who created the La Baule-Escoublac resort at the turn of the 20th century and founded the Lucien Barrière Group, ceded land to the town so that it could hold the competition, which rose to the top of the show jumping scene in no time. The stadium has borne his name since 1960 and remains a place where magic happens for all equestrian sports enthusiasts.

The Barrière Nations Cup illustrates our philosophy of change in continuity and our desire to further the tradition of excellence that we share with Barrière.

Once again this year, the Officiel de France team, thanks to the support of its long-standing partner Barrière, reasserts its determination to passionately support the legendary French leg of the Nations Cup and, more generally, excellence in equestrian sports.

I would like to take this opportunity to thank Alexandre Barrière and his teams. Through this partnership rooted in the history of La Baule and its jumping show, we strengthen our shared commitment to this unique event, which we have had the honour of presenting every year for 30 years now."

Alexandre Barrière, Groupe Barrière

"Barrière is extremely proud to become the official partner of the Jumping International de La Baule Nations Cup. This prestigious alliance underlines our desire to strengthen the historical ties that have always bound us to the most outstanding events and the movers and shakers of the world of equestrian sports. This partnership is also a token of our recognition and remembrance of our history and the key role that La Baule has played in it ever since, more than a century ago, François André fell in love with this never-ending beach and chose it as the location of the second Barrière resort, after the one in Deauville. Over 110 years after its creation, our family group remains true to its values as it continues to add new chapters to its history."



PRESS CONTACTS

Agence 15Love
Olivia Teboul
olivia@15love.net – 06 80 10 62 62
Juliette Rigault
juliette.r@15love.net – 06 34 95 89 60

Groupe Barrière
Lilia Millier
lmillier@groupebarriere.com - 06 88 23 38 87
Emmanuelle Galizzi
egalizzi@groupebarriere.com – 06 30 89 19 07