

SportsQuest International

FOR IMMEDIATE RELEASE!

9:00 p.m. EDT - Thursday, September 13, 2018

Last Updated: 11:59 p.m. EDT - Saturday, September 15, 2018

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Charles "Sonny" Brooks (ca. 1925 - ?) - 2012 Inductee, [Show Jumping Hall of Fame](#)

Photo Courtesy: Classic Communications

MEDIA ADVISORY:

Hurricane Florence forces postponement of
Day of the African Equestrian soirée

The celebration of African participation in the 2018 Fédération Equestre Internationale (FEI) [World Equestrian Games](#) (WEG) has been postponed - due to safety concerns raised by Hurricane Florence.

'The best party of the 2018 World Equestrian Games...' will now take place on Saturday Evening, September 22nd (weather permitting) at [Harambee Farm](#) in the Green Creek Township of North Carolina's Polk County. The location is proximate to the Tryon International Equestrian Center (TIEC) – site of the 2018 FEI World Equestrian Games.

The gala honors contributions to equestrian knowledge, history, sport and tradition made by residents of African nations - as well as by persons of African heritage living in Europe, Asia, the Americas and throughout the world.

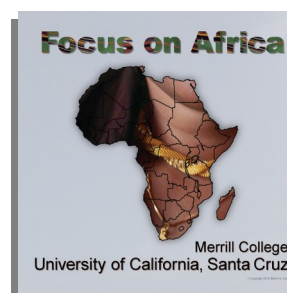
The event will be catered by the renowned [Hare and Hound Pub](#) of Landrum, SC.

September 15 Update: Targeted activities and an evening of musical entertainment scheduled for Monday, September 17th in the Town of Tryon have been canceled due to the hurricane.

Among the guests honored via the Day of the African Equestrian celebration will be a delegation representing the **African Confederation of Equestrian Sports** (ACES) - one of five continental associations recognized by the [Fédération Equestre Internationale](#) (FEI). National Federations governing equestrian sport in twenty (20) African nations are currently members of the FEI and ACES.

Tickets are priced between \$20.00 and \$30.00 per person for the cocktail reception.

The event is produced by SportsQuest International, LLC and will benefit Africa focused charitable and educational institutions including [Africare](#) and the [Focus on Africa](#) (FOA) program at [Merrill College](#) – one of ten residential colleges at the [University of California, Santa Cruz](#) (UCSC). Funds raised for Merrill College during the FEI World Equestrian Games will support students requiring financial assistance for travel to and from Africa during the 2018/2019 academic year.



Tickets are available online via **Brown Paper Tickets**.

Sept. 22 - Cocktail Reception: <https://www.brownpapertickets.com/event/3572851>

Full information is available online at: <http://sportsquestinternational.com/DOTAE>

Those seeking sponsorship details are asked to address an email inquiry to:
marketing@SportsQuestInternational.com

The **Fédération Equestre Internationale** is the international governing body of equestrian sport. The FEI headquarters are in Lausanne, Switzerland.

The **African Confederation of Equestrian Sports** is one of five continental associations recognized by the Fédération Equestre Internationale.

The **FEI World Equestrian Games**[™] are the major international championships for equestrian sport, and are administered by the Fédération Equestre Internationale (FEI). Featuring world championships in eight (8) equestrian disciplines - Jumping, Dressage and Para-Equestrian Dressage, Eventing, Driving, Endurance, Vaulting and Reining - the games have been held every four years (in the middle of the Olympic cycle) since 1990. The 2018 WEG has the potential to be the largest sporting event ever staged in North Carolina - with over \$400 million U.S. Dollars of projected economic impact and 500,000 spectators from 70 countries and all 50 states over its thirteen day run.

Africare is a leading non-governmental organization (NGO) committed to addressing African development and policy issues by working in partnership with African people to build sustainable, healthy and productive communities.

A working model in Experiential Education, the **Focus on Africa** series at UCSC's Merrill College has a dual emphasis: a) upon current affairs on the African continent, and b) on specific methodologies that participating students can use in building viable constituencies for Africa - on campus and in their home communities. Areas of specific focus include: Public Health, Media, Technology and Education, Energy and Transportation.

Brown Paper Tickets, the Not-Just-for-Profit ticketing company, has disrupted the ticketing industry for over a decade, offering socially-conscious event ticketing and management tools that include "pay it forward" donations made to social causes with every purchase, producer payment policies, community engagement programs and free services, designed to "give more." The world's first free online event registration and ticketing company, the Seattle, Washington (USA)

based service has been used by 10 million + ticket buyers in 27 countries since its founding in 2000.

SportsQuest International, LLC is a privately held multimedia production company specializing in the development and promotion of sports related programming that presents positive, informationally rich themes.

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