



9<sup>th</sup> Feb 2022

## SOCIAL MEDIA RELEASE

Hi Everyone

Thank you so much for all your patience and understanding whilst we have worked through the challenges the “COVID Protection Framework “red setting” has caused for Land Rover Horse of the Year.

As you know, under “Red”, our show cannot proceed in its traditional format. Over the past months, the team have continuously adapted to the changing Government protocols and since moving to “Red” has spent the last ten days working through every possible scenario to deliver the show in a different way, including running hybrid events, but unfortunately, the complexity of Land Rover Horse of the Year has proved too difficult, and we sadly announce the very tough decision to cancel for 2022.

We are heartbroken to have another year of hard work end in cancellation and heartbroken to disappoint our competitors, trade partners, sponsors and spectators.

We know you have all been rooting for us to find a way, and we truly appreciate all the support but trying to operate in a “maybe/could/what if” environment is near on impossible, especially with so many factors to take into consideration.

These factors include:

**Our duty of care:** The safety and health of our staff, officials and attendees is paramount.

**Social Responsibility:** Ensuring we act responsibly for the good of the Hawke’s Bay region and wider New Zealand community.

**Show Delivery:** The ability to produce a show that would be true to our brand, deliver to our rider needs and requirements and befit the commercial expectations of our trade partners.

**Future Longevity:** Protecting the long-term future and financial security of Land Rover Horse of the Year

We hope you can understand this was not a decision made lightly, but the reality is we just don’t know what may or may not happen, and we want to give certainty to everyone involved so they can plan accordingly and minimise their personal and professional risk.

All ticket holders will be automatically refunded within 7 days. Competitors will be refunded in full less the Event Levy (which will be initially retained however, we hope to revisit that in the coming weeks).

We will be in contact with Trade Partners, Sponsors and Suppliers directly asap.

We are so very sad and sorry that Land Rover Horse of the Year will not go ahead for 2022.

Thank you again for all your support,

The team at Land Rover Horse of the Year