

# Media Release

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For immediate release.



## Polo on the Beach returns to Watergate Bay

Organisers have confirmed the return of an award-winning beach polo event to Cornwall's Watergate Bay in September.

The fourth edition of *Veuve Clicquot Polo on the Beach* will see two teams play an exhibition match of arena polo - a fast-paced and exciting form of the sport - on the evening of Thursday 16th September.

Traditionally the preserve of the wealthy and privileged, polo has been garnering more mainstream interest in recent years, led in part by free events such as this where spectators are able to watch the action in a relaxed, informal environment.

Romain Herbelot of title sponsors Veuve Clicquot said that polo's boom in popularity is not surprising: *"Last year a record number of people on the beach at Watergate Bay were treated to a thrilling match starring players of the highest calibre. Polo can seem intimidating but this event is the exact opposite, it's great to see as many people as possible discovering how exciting and entertaining the sport can be."*

The teams, sponsored by clothing brand Joules and Midas Construction, will feature players drawn from the ranks of top professionals.

Last year the 3,000 plus spectators saw appearances from brothers Richard and Andrew Blake Thomas (both former England internationals), while the match was umpired by one of England's best high goal arena players, Jamie le Hardy. All are keen to take part again this year.

Tom Joule, Managing Director of team sponsors Joules, said: *"With a record of attracting talented players Polo on the Beach has been generating a real buzz in the equestrian world and we're really thrilled to be team sponsors of such an exciting event. Watergate Bay offers an event that's different to anything else out there and the relaxed beach atmosphere is a big reason why so many new and avid polo fans want to come and take part in the day."*

More than 20 ponies will be required for the match which will be played over four chukkas (periods of play each lasting seven and a half minutes). The playing area is much smaller than grass polo - approximately 100 by 50 metres - requiring speed and agility from the players while making the game easy to follow for spectators.

Expert commentators will explain the rules and strategy of the game during the match, while summarising the action for the spectators.

Murdo Mace, Executive Director from team sponsors Midas Construction said: *"Midas is delighted to be supporting this unique event for a second year. Our staff and guests who attended last year really enjoyed the evening hospitality and the match was highly entertaining to watch."*

Again, Veuve Clicquot Polo on the Beach is free to attend for spectators. A public champagne bar and beach barbeque will be open from 5.00pm, with the teams riding out to start the first chukka at 6.30pm.

A limited number of hospitality packages, costing £75, are also available, starting at 5.30pm with a champagne and canapé reception and live band at the hotel, private access to viewing terraces, and entry to the post polo party in The Beach Hut with a buffet and band.

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A £50 ticket is also available including all of the above except the party at The Beach Hut. Hospitality tickets are available from Claire Davies ([claire@watergatebay.co.uk](mailto:claire@watergatebay.co.uk) or 01637 861239).

More information about the event can be found at [watergatebay.co.uk/polo](http://watergatebay.co.uk/polo) or by following the official Twitter feed at @PoloOnTheBeach.

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## Images

High resolution print-ready images can be downloaded from our online [Media Centre](#) (click for direct link).

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## Notes to Editors

Founded in 1772, **Veuve Clicquot** has an established history of innovation and creativity. Madame Clicquot was the first woman to run her own champagne house when she took over the business in 1805. She revolutionised the way champagne was made by putting holes in her kitchen table and “riddling” the bottles to clarify the wines. Similarly, Veuve Clicquot’s innovative, daring approach is evident when in 1877 they became the first company to register their unique iconic yellow which is still apparent with Veuve Clicquot Yellow Label today. [www.clicquot-season.com](http://www.clicquot-season.com)

Born in the British countryside and crafted with true British style and eccentricity – **Joules** designs upbeat, colourful clothing for women, men and children who love the outdoors and live life to the full. With a rich heritage in the equestrian arena, Joules are known for their quality and attention to detail. From bright bold polos to vintage inspired dresses and quirky tweeds, the collection is bursting with character and charm and is sure to delight all who wear it. To find your nearest Joules shop or stockist and to see the full collection, visit [www.joulesclothing.com](http://www.joulesclothing.com)

With over £70m of construction work on site in Cornwall, **Midas Construction** is industry leading within the county and contributes greatly to the community through its involvement in business and social initiative.

Set on its own spectacular surfing beach on the north Cornwall coast, **The Hotel & Extreme Academy, Watergate Bay** has earned a reputation as one of the ‘must visit’ coastal destinations in the UK. Experience laid-back living, beautifully designed bedrooms and beach-chic décor. Overseen by new executive chef Neil Haydock, you can enjoy superb locally sourced and seasonal food in The Hotel’s Brasserie or the Living Space Bar with its relaxed ambiance and sun drenched decking. Combine all this with amazing views over the north Atlantic and exhilarating beach sports and you simply won’t want to leave. No wonder it was voted as one of the ‘30 new trips for 2010’ by The Observer’s, Escape Guide. [www.watergatebay.co.uk](http://www.watergatebay.co.uk)

The **Extreme Academy, Watergate Bay** is one of Britain’s leading venues for beach sports and events. Founded in 1999, the Extreme Academy comprises specialist schools for surfing, kitesurfing, waveski and stand-up paddlesurf (SUP); technical equipment hire; and the Shop on the Beach, stocking a wide range of clothing and technical equipment. [www.watergatebay.co.uk/extremeacademy](http://www.watergatebay.co.uk/extremeacademy)

Located right next to the sand, **The Beach Hut** has stunning views across Watergate Bay from both the indoor tables and from the decked balcony that runs around the restaurant. From breakfast to dinner – it’s one of Cornwall’s best beachside hangouts. Recommended by Time Out Devon and Cornwall Guide 2010, and in 2009, The Guardian voted The Beach Hut’s Extreme Hot Chocolate as ‘a must-try experience’. [www.watergatebay.co.uk/thebeachhut](http://www.watergatebay.co.uk/thebeachhut)

