

Media Release

24th August 2011
For immediate release.



Veuve Clicquot
MAISON FONDÉE EN 1772
POLO
ONTHEBEACH
WATERGATEBAY

Polo organisers promise treat for spectators

With under two weeks to go until the sands of Watergate Bay echo to the thunder of hooves, organisers of the UK's original beach polo match have announced an expanded programme of events for spectators.

Entertainment at the fifth edition of Veuve Clicquot Polo on the Beach will start at 3pm on Tuesday 6th September with a beach barbeque and champagne bar as well as the opportunity to enter a competition to win some fantastic prizes.

Also entertaining spectators on the beach before the match starts at 6.30pm will be BBC Radio Cornwall breakfast presenter James Churchfield, who will be acting as master of ceremonies.

Professional polo player Richard Blake Thomas, who has competed in Polo on the Beach for the past three years said the atmosphere at Watergate Bay is hard to beat: "It's just great fun, and gets bigger and better every year," he said. "This year spectators can expect to see sun, sea, sand, sweat, and sibling rivalry. Oh, and lots of Veuve Clicquot if bubbles are your thing."

The teams - Joules and First Great Western - will play a four chukka match, with expert commentators on hand to explain the rules of the game and action on the beach as it unfolds.

Spectators will be kept on their toes, as they can view the fast-paced match from very close quarters. Organisers have secured the strongest lineup of players yet, with two current England squad players, James Harper and Jamie Le Hardy, confirmed to play.

Rounding off the evening the presentation of trophies will take place on the lower deck of The Hotel at 7.45pm. The winning team will raise the Watergate Bay Trophy presented by Cloudy Bay, with the star player picking up the HSBC Most Valuable Player trophy. The Smith & Williamson Best Playing Pony trophy will be presented to the player who rode that pony.

The bubbly will flow from the Veuve Clicquot champagne bar on the beach, while The Hotel's executive chef Neil Haydock will be running the beach barbeque offering lamb, chilli and mint kofta; falafel with tzatziki (both served in Greek pitta with crisp salad); and a classic paella.

Photographers will be on hand to capture those present. After the match spectators can find their image at [facebook.com/poloonthbeach](https://www.facebook.com/poloonthbeach) and 'tag' themselves to be in with a chance of winning one of four prizes.

These include a 2 night stay in The Hotel, a limited edition player shirt, a magnum of Cloudy Bay wine, and a half day surf lesson for two from the Extreme Academy.

Latest news and information on the Facebook 'Like Tag Win' competition can be found at [facebook.com/poloonthbeach](https://www.facebook.com/poloonthbeach) and twitter.com/poloonthbeach. Alternatively visit www.watergatebay.co.uk/polo.

ENDS

Press Call

Date: Monday 5th September

Time: 13.30 - 14.30 pm

Location: On the beach, Watergate Bay, Cornwall, TR8 4AA

Contact: Jim Michell - 01208 895089

Event: Photo/filming and interview opportunity with Andrew Burgess (Wadebridge) plus other players and ponies.



First Great Western



Joules

Media Release



Prompt arrival is advised as to ensure the welfare of the ponies as the time they will be able to run on the beach is strictly limited to a maximum of one hour.

Images

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

Media Contact:

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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. <http://experience.veuve-clicquot.com/>

Born in the British countryside, inspired by a love of equestrianism and crafted with true British style and eccentricity **Joules** designs upbeat, contemporary, colourful clothing for women, men and children who love the outdoors and live life to the full. Joules are welcoming the season ahead with a collection that will stand the test of time. Designed with all the unique trims and details that Joules is known and loved for, the range is sure to delight all who wear it. Mixing classical shapes and styles with bright and breezy colours will ensure you stand out from the crowd, in effortless style. To find your nearest Joules shop or stockist and to see the full collection, www.joules.com

First Great Western runs 9,079 services every week, calling at 276 stations. Their trains cover a total 70 million miles and carry 90 million passengers every year, providing high speed, commuter, regional and branch line trains and a sleeper service between London and Penzance. On board chefs serve over 10,000 freshly cooked meals every week on Travelling Chef and dining car services, and every high speed service offers an entertainment carriage screening films and television programmes. For details of services, best fares and advice on journeys visit www.firstgreatwestern.co.uk

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

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.

