

Ministry of Tourism and Sports and the Government Public Relations Department invite public participation for the Princess Cup 2017, from 22 to 26 November 2017, at the Royal Stable Unit Bangkok (15/8/2017)



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Ms. Kobkarn Wattanavrangkul, Minister of Tourism and Sports, as Chair of the Organizing Committee for the Princess Cup 2017, recently announced that the horse racing event, royally supported by Her Royal Highness Princess Sirivannavari Nariratana, as Chair of Management and Policy Committee, will be held from 22 to 26 November 2017, at the Royal Stable Unit Bangkok.

The minister also revealed that this year's event aims to improve and develop Thai equestrians' repertoire of skills to meet international standards, as well as to promote equestrian further to the Thai people. The Ministry of Tourism and Sports and related organizations are working closely to co-host the event.

There are five competition categories of the Princess Cup 2017:

1. Dressage: A competition involving the execution of precise movements by a trained horse in response to barely perceptible signals from its rider.
2. Jumping: A final phase of eventing competition and tests the technical jumping skills of the horse and rider, including suppleness, obedience, fitness, and athleticism.
3. Eventing: An equestrian event in which a single horse and rider combination compete against other combinations across the three disciplines of dressage, cross-country, and show jumping.
4. Best Groom: A contest to find the best groom who provides excellent daily care and maintenance for the horses under his or her supervision.
5. Best Farrier: A competition to find the best highly skilled equine foot care professional, who shape a horse's hooves.

In the meantime, Lieutenant General Sansern Kaewkumnerd, Acting Director-General of the Government Public Relations Department (PRD), as Chair of the Public Relations Subcommittee, disclosed that The Princess Cup event has been hosted four times in the past: 2001, 2002, 2004, and 2016. However, according to Lt. Gen. Sansern Kaewkumnerd, this year's event is special because there will be international equestrians competing in various categories. Moreover, representatives from the diplomatic corps and international organizations in Thailand will also participate in the event, to help promote the Princess Cups moving toward the global stage.

"The Public Relations Subcommittee plans to promote the event through the strategic public relations plan, implementing mass media TV and Radio social media, and other below-the-line activities, said Lt Gen Sansern Kaewkumnerd. He added that the public can witness the opening and the closing ceremony, to be broadcast live on the Television Pool of Thailand. The live audio broadcasting will also be available on Radio Thailand, he concluded.

Those interested are invited to attend the Princesss Cup 2017 event from 22 to 26 November 2017, at the Royal Stable Unit Bangkok.