



First ever Ladies POLO RIDER CUP

#LADIESPOLORIDERCUP

GAME POLO is proud to announce that the first edition of the Ladies POLO RIDER CUP will be launched during the third edition of the POLO RIDER CUP and will also be held at the Polo Club Saint-Tropez - Haras de Gassin.

The Ladies tournament will take place from 14 to 18 June 2023, with four teams playing with a handicap of 12/16 goals.

In line with the FIP's (Federation of International Polo) global strategy to promote women in the sport of polo, GAME POLO is launching this first edition to help build awareness of ladies' polo and thanks Polo Club Saint-Tropez - Haras de Gassin for hosting this new competition.

In the same spirit as the POLO RIDER CUP, the Ladies POLO RIDER CUP aims to bring together the best women's polo clubs from all countries and continents.

Alex Taylor, Chief Executive Officer of FIP, comments: "The Federation of International Polo is delighted to endorse and be part of the Ladies POLO RIDER CUP 2023. Women's Polo is an important part of the future of the sport! It is currently the fastest growing branch of polo, with more women enrolling in their respective associations and creating new exclusive tournaments around the world. FIP is keen to promote, improve and expand women's polo and programmes in all member countries, as it considers they are essential to the future of polo. The first Ladies POLO RIDER CUP is a great move in this direction and is fully in tune with FIP's strategy."

Olivier Godallier, President & Founder of GAME POLO, comments: "We are delighted to launch the 2023 Ladies POLO RIDER CUP this year together with another edition of the POLO RIDER CUP. Ladies' polo is gaining in popularity worldwide, and it facilitates international polo friendships across the globe. After two successful editions of the POLO RIDER CUP, it is now the right time to move forward and organise the Ladies POLO RIDER CUP!"

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP and the Ladies POLO RIDER CUP.

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For more information:

neus@game-polo.com | +33 5 5926 1687 | +34 680 451 282

