



LA BAULE
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OFFICIEL DE FRANCE

Pierre de Brissac : "L'officiel de France is in La Baule and not elsewhere!"

New signage, new packaging, redesigned exhibitor village, new partners, new course designer, new sports director, the 2022 edition of the Jumping International de La Baule promises to be unforgettable.

On this Wednesday, May 4, 2022, the François André stadium looks like a beehive: the exhibitors are setting up, the teams of the CSIO5* de France are working behind the scenes and on the track, the first horses are treading the warm up arena, while Pierre de Brissac, president of the competition, is smiling. *"We wanted change with continuity. Our goal is to move upmarket by coming up with different ideas and changing some of the details."*

For the team that has been in place for two years, this began with a new graphic charter and new colors. *"We are a competition by the sea, a competition in the "land of vacations" to use the slogan of the City of La Baule. We have therefore chosen to use beige and blue for all our visuals to recall the seaside. In addition to this new "signature", there are new arrangements for the partner and exhibitor villages and the reception area around the stadium." A completely new stadium. "It is important to invest permanently," he recalls. In addition, the Jumping International de La Baule is supported this year by newcomers: Rolex, Saur and Moët & Chandon. "Not to mention our loyal partners who play the game and follow us", the president is delighted.*

As far as sport is concerned, the program remains in keeping with its stated labels, CSIO5* and CSI1*, with in particular three highlights in the CSIO5*: the Nations Cup - Ville de La Baule on Friday, May 6 (2:00 p.m.), the Derby Région des Pays de la Loire on Saturday, May 7 (1:00 p.m.), and the Rolex Grand Prix - Ville de La Baule on Sunday, May 8.

"Frédéric Cottier is now the sporting director and Grégory Bodo, the course designer" says Pierre de Brissac, who announces a surprise just before the Derby Région Pays de la Loire: "Military parachutists will be dropped over the stadium just before the event, for the benefit of the association "Orphelins de Guerre". They will bring the Derby Région Pays de la Loire cup to Isabelle Leroy, Vice-president of the Region and to Franck Louvrier, Mayor of La Baule. This idea was conceived by François Tanguy, a loyal competitor of the CSI 1."*

And then, there is this specificity of La Baule: the access to the beach for the horses of the competition every morning. *"It's unique,"* concludes Pierre de Brissac, who likes to remind us: *"L'Officiel de France is in La Baule and not elsewhere!"*

More informations about: [Rolex and equestrianism](#)

International Jumping of La Baule : Free entrance / compulsory health pass



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