



PRESS RELEASE

DATE: 25-Feb-09

Amy Guy an Ambassador for British Show Jumping

Amy Guy who appears on Gladiators (Sky1) as 'Siren' has aligned with British Show Jumping as an Ambassador for the Sport giving her full support to their delivery of medals for Great Britain campaign through to 2012 and beyond.

Not only is Amy a member of one of the highest profile contact sports game shows, a former Miss UK and a trained architect but she is also a highly proficient Show Jumper who competed extensively before moving to London and focusing on her career.

"I've always been passionate about Show Jumping and it's great to be aligning with the sport in this way. In recent years my work commitments have made it impossible for me to own a horse let alone ride competitively and I'm hoping that this is something I'm going to be able to address during 2009

People just don't realise that riding has to be one of the best ways of keeping fit. Anyone who hasn't tried it is most definitely missing out and has no idea as to what a superb sport it actually is. For myself, competitively.....well, it has the added attraction of being one of the few sports where men and women compete on equal terms. That's a challenge I'm never going to back away from!" said Amy.

Show Jumping is enjoying a springboard revival in terms of popularity and spectator support. With competitors now regularly competing for six figure prize money, the incredible talent Great Britain has across both Youth and Senior Teams in addition to the refreshed and spectator driven formats the sport has recently been presented in are just some of the reasons behind the steep upward curve it is currently enjoying.



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“We feel extremely fortunate to have Amy as an Ambassador for the sport and we are all looking forward to working with her in developing this role. To have Amy aligned with us in the way she is will not only raise awareness of our sport to a wider and younger audience but also highlight the benefits it brings with it in terms of fitness and self-discipline” said Maria Clayton from British Show Jumping.

Amy will be also be showing her support at the British Show Jumping Awards Ball on the 15th April 2009 at the Hilton Metropole, Birmingham NEC.