



SPRUGE MEADOWS

**2016 FireFit Regional
"Road To The Nationals"**

June 11 & 12, 2016

Spruce Meadows | Calgary, Alberta

2016



**SPRUGE MEADOWS
FIREFIT**



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**2016 Canadian National
FireFit Championships**

September 14 – 18, 2016

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SPRUCE MEADOWS

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Interesting facts and figures:

- Spruce Meadows is located just outside of Calgary's southern city limits, in the foothills of the Rocky Mountains.
- It was officially opened in 1975 and its first Tournament was held in 1976.
- The venue covers 553 acres in total; 353 of which are used for pasture and 200 of which encompass the buildings and Tournament grounds.
- Spruce Meadows was developed and is owned and operated by the Southern family. There are 90 people employed on a full-time basis including administration staff, grooms, trainers and grounds keepers.
- The complex comprises more than 20 buildings, including eleven stables, two indoor riding arenas, grandstands, a three-story Tournament centre, administration offices, Congress Hall, British House, a full HD television production facility, maintenance and storage buildings.
- Spruce Meadows' facilities and venues are available year-round for meetings or special events.
- Seven outdoor grass competition rings are used during the Tournaments. Two indoor rings are also utilized year-round.
- Spruce Meadows accommodates 100 horses year round. During the Tournaments, up to 1,000 horses may be stabled for the competitions.
- Spruce Meadows Television distributes more than 130 hours of production annually to networks in 108 countries, with a viewing footprint of 2 billion people.
- Videos of the televised programs, including "Spruce Meadows Presents," documentaries and Tournament competitions, are available for purchase.
- The Spruce Meadows Tack Shop, located in the Riding Hall, carries a wide selection of brand-name tack and riding apparel as well as a unique array of souvenirs, books and videos.
- Spruce Meadows offers quality horses at all levels of experience for sale.
- Spruce Meadows' ongoing Beautification Project has planted over 1,500 trees around the property.
- With its suite of International Tournaments, and over \$6 million in Prize Money awarded annually, Spruce Meadows is recognized by the FEI as the sport's leading organizer.
- Spruce Meadows' Tournaments attract over 475,000 spectators annually. Record day attendance was 89,632 on Sunday, September 11, 2011.
- Over 500 volunteers assist during the various Spruce Meadows Tournaments.
- The 'National' Tournament features over \$1 million in prize money. Other activities include the AGRIUM Growing the Next Generation® - interactive and educational exhibits; pony and wagon rides; shopping in the Gallery on the Green, Vendor Village and much more!
- The 'Continental' Tournament features over \$600,000 in prize money.
- The 'Canada One' Tournament features over \$400,000 in prize money.
- The 'North American' Tournament features over \$1 million in prize money. The International Plaza features Military displays; shopping in the Gallery on the Green, Vendor Village and throughout the plaza.
- The 'Pan American' Tournament is the newest in the Spruce Meadows Summer Series lineup and features over \$600,000 in prize money and the Pan American Cup presented by Rolex.
- The 'Masters' Tournament attracts the world's finest athletes and has the largest purse of any show jumping Tournament at over \$2 million in total prize money. The major weekend events of the 'Masters' are the Mercedes-Benz "Evening of the Horse," BMO Nations' Cup, and the \$1.5 million Canadian Pacific International - presented by Rolex and part of the Rolex Grand Slam of Show Jumping.
- Equi-Fair, Spruce Meadows' equine trade show held in conjunction with the 'Masters,' is unique in North America with over 300 exhibits related to the horse industry. Further shopping opportunities are also available throughout the grounds and in the Marketplaces located in Gallery on the Green and Pet-Fair in the Riding Hall.
- The Spruce Meadows International Christmas Market presented by TELUS is held each year in November. Enjoy 250 plus vendors spreading Christmas Spirit in the indoor comfort of the Equi-Plex, Riding Hall, Reindeer Alley, Candy Cane Lane and Gallery on the Green. From world-imported items to hand-crafted gifts, the appeal of the International Christmas Market is simple: stress-free shopping in a beautiful, festive environment featuring unique gift ideas. Our outdoor courtyard and Founders Plaza also features additional vendors.

www.sprucemeadows.com