

Bacon.co.uk Burnham Market International Horse Trials

One of East Anglia's best weekends of sport, Burnham Market International, is on track with new course elements and a brand new sponsor.

Taking place over the Easter weekend from April 2-4, 2015, Burnham Market International always attracts the cream of the crop of UK and international event riders. The event takes place at Sussex Farm, Burnham Market, Norfolk, and is run by Musketeer Event Management, headed up by 2012 Olympic eventing manager Alec Lochore. The event includes classes from BE100 up to CIC**, with under-18 sections too, so there is plenty of sport on offer across the weekend. The CIC** and CIC*** begin their dressage on Thursday, with showjumping and eventing to follow so whichever day you choose to visit you will find something fantastic to see.

New title sponsor

Alec Lochore of Musketeer Event Management is delighted to announce that Bacon.co.uk is to be the new title sponsor of Burnham Market International. Recently launched, the innovative website is the brainchild of Norfolk businessman Stephen Bacon and his wife Rebecca.

"Bacon.co.uk will promote the best of what is good in North West Norfolk; that might be fabulous places to eat, reliable builders, stunning beaches – anything and everything, so long as it comes highly recommended," explained Stephen. "I hope that it will become the place where locals and holidaymakers turn when looking for reputable local businesses or worthy visitor attractions. We will be inviting new recommendations which, if supported, will be added to enable the website to grow organically and evolve over time.

"As a popular visitor attraction itself, which my family has attended many times, Burnham Market International provides an obvious launch base for us to promote the new website."



Mary King and MHS King Joules



Ginny Turnbull and Jesmond Justice



Emily King and Waltize F Veigard

PICTURES: HELEN MATHIAS / EYECONTACT PHOTOGRAPHY



The crowd gathers on the bank

"It's a great concept and one that will be really useful to all of us who live in, or visit, North West Norfolk," said Alec. "I'm very much looking forward to working with Stephen and Rebecca, and seeing this new business grow."

The *Eastern Daily Press* and *EQ Life* will remain as media partners, running comprehensive reports from across all four days of the event.

Ground work underway

To ensure the course is absolutely top notch, the whole team at Burnham Market International is working hard, both on the course and the ground, to ensure the best possible experience for those heading to Norfolk over the Easter weekend.

"We have spent considerable time

de-compacting the ground and muck spreading to establish a good grass coverage," explains Alec. "We have been busy with the digger, carving out a big ditch on the far loop of the Advanced track, which will soon become a significant question for riders, plus we have also created another water complex."

by the highly-regarded Hatter Events, so there is something for everyone to enjoy. For the children, there are bungee trampolines, bouncy castles and a climbing wall – so much to do!

Advanced tickets are now available and prices begin at £3.00 per child, £7.00 per adult and just £17.00 for a family. EQ

Fun for all

Apart from the excellent sport on offer, there will also be a great selection of trade stands, children's entertainment and the opportunity to sign up for superb, pre-booked, corporate hospitality, with catering

For more information on any aspect of this year's Bacon.co.uk Burnham Market International Horse Trials and to book advance tickets or hospitality packages, visit: www.musketeer.co.uk

WHY DO RIDERS LOVE BURNHAM MARKET?



Mary Edmundson and Mr Mystery Man

Ben Westgate

As Burnham is a local event for me, it's always one we look forward to! I love it, as the cross country always has a good mix of fences, which gives you a great feel to ride around. The showjumping arena is a good size and the ground is good, which the horses really jump well off. Also, there is a great atmosphere with the crowds watching from the banks! The first water is always a favourite for me as it tests horse and rider. A lovely friendly event.

Mary Edmundson

I love Burnham Market because it is such a slickly run event – the Musketeer event team are so efficient and friendly. Alec also does an amazing job on the courses, which are very educational and have significant changes for each event. It also helps that it is one of my luckiest events, where I won my first intermediate on Merna Merrett's horse Serano, when I was 16.



Felicity Baker and The Wedding Horse



Nicola Wilson and Belrane Queen



Ben Westgate and Hilllocks Black Jack

Flick Baker

For me, Burnham holds a particular fond memory as this where I achieved my final CC** qualification for Houghton last year with The Wedding Horse. We completed the CIC** with a double clear. The event is always well organised and very well presented, with brilliant viewing on the XC, ideal for family and sponsors. It is also a real privilege to have the chance to jump several of the Olympic legacy fences.