

# **PRESS RELEASE**

## **The VOSS water Horsepower Polo Challenge Dubai 2006**

To mark the end of the season at the newly opened Dubai Polo & Equestrian Club, members and players competed in an event that successfully pulled in the real “super brands” of the United Arab Emirates.

Sponsored by VOSS Artesian Water, the event was designed to promote luxury and lifestyle throughout the UAE, utilising some very “big boys toys”. Each of the teams were required to complete five separate sections to accumulate points beginning with a high adrenaline fuelled Polo match at the magnificent Dubai Polo & Equestrian Club.

Following the polo, the teams sponsored by Meyado International, Dubai Luxury Homes, TANG and Etc Designs were all allocated with a V8 Vantage Aston Marton courtesy of Aston Martin Middle East. Players had to reach their next port of call – Le Meridien Mina Seyahi Hotel on the other side of Dubai during rush hour within an optimum time. On arrival, business meetings, guests and tourist alike were all equally disrupted as 4 polo teams -complete in full polo attire, including helmets and mallets dashed around the resort picking up clues for the next leg of the race.

From conference Centre to Jacuzzi, swimming pool to the beach, teams were cheered and jeered as they dug frantically in the sand to find the hidden treasure and their next clue amidst much hilarity from the watching onlookers! The final clue led them across to the exclusive Le Meridien Marina where they received the keys to the fastest power boat in Dubai – The Bladerunner courtesy of Azure Marine.

With each section being timed, players had to navigate a course in the sea around Dubai’s luxury development “The World” before returning to refresh themselves with the ultra sophisticated free flowing VOSS Artesian Water. With only minutes to spare it was back in Aston Martins straight to the Dubai Polo & Equestrian Club where all participants completed The VOSS Water adult gymkhana, complete with the traditional egg and spoon, sack race, bending poles and show-jumping course.

At the powerboat phase, Meyado and Etc Designs were joint 3<sup>rd</sup> with Dubai Luxury Homes only 10 points ahead of TANG. Following the driving section Stuart Wilsons enthusiasm got the better of him and his team was heavily penalised for him taking only 12 minutes to complete the driving phase in the Aston Martin when the optimum time set was 28minutes!

Despite all best efforts Etc Designs team were overtaken by Meyado during the Gymkhana phase whilst Dubai Luxury Homes came out the overall winners ahead of the TANG team- who were caught cheating severely during the egg & spoon race!

In keeping with the exclusive theme of the day, players partied hard into the night at the very chic TANG restaurant where they were able to sample the contemporary French /Japanese culinary delights for which TANG is so renowned. The prize presentation sponsored by Emirates Fine Wine and Harlequin Marquees, kept everyone amused as the Meyado International team who had accumulated the highest polo scores had to complete a hysterical lap of honour around the hotel in their comical inflatable horse costumes!

Courtesy of Emirates Fine Wine and the launch of their delicious but lethal polo cocktail, the after party went on in true Polo style well into the early hours!

Steve Thompson of the Dubai Polo Academy who organised the event with society magazine AHLAN! Commented;  
“This event is unbelievable! – it was like a scene from a James Bond movie - Pulling in the “super brands” was a great concept but co-ordinating it was a logistical nightmare! I am so pleased that the sponsors received such great coverage, as they have already agreed to sign up for next year. This years event was to see if the concept actually worked and now that we know it does it would be great to invite overseas players and teams to compete in next years VOSS Horsepower Challenge.”