



2021-2025

THE REINING REVOLUTION

*A Triple Crown worth **ONE AND A HALF MILLION DOLLARS**
and many **ANCILLARY PRIZES** for sires, mares, breeders, youth,
para reiners and free-style riders...*

*An all-round project to improve the standing of world reining, emphasizing the role of breeders, rewarding the commitment of the most ethical professionals and helping more judges to gain experience in special events
but above all, and this is probably the real revolution, radically changing the viewpoint on competitions for young horses. This is what Elementa Masters is all about*

The official video of the Elementa Masters project was presented yesterday at the NRHA European Futurity in Cremona, Italy: this is the greatest and most futuristic challenge that the world of reining has seen in many years.

Innovation is as philosophical as it is economic and organizational. The project's creators, with no false modesty and with great moral clarity, have openly stated two basic concepts that are extremely ambitious: **to launch the largest and richest reining circuit in the world and do it with a vision that focuses on the horses' welfare at all levels.**

THE LOCATION. The venue is a detail of no small importance: the event will be hosted at the superb Elementa Centre near Rome. Following its purchase by entrepreneur Maria Cecilia Fiorucci, the facility is undergoing an in-depth restyling, also in view of its candidacy for the 2022 World Equestrian Games. At its inauguration, scheduled for 2021, Elementa will have 5 indoor and 4 outdoor arenas for athletes and visitors, a renewed Eventing course and stabling for over 800 horses. The hospitality section will boast three restaurants, a winter garden with a reptile house, a spa, a bathing lake (also accessible on horseback!), three club houses and, in a second phase, 22 chalets with private stables and saddlery for those who want to stay at the estate with their horse for a few days.

EVERYTHING ON A SITE THAT "TALKS TO YOU". The website www.elementamasters.com is already up and running, with a countdown to the moment when the regulations and final timing will be announced; in fact, the details that are currently being finalized will be made public on June 1, 2019. The platform is clear and user-friendly; furthermore, if you register your email now, you will receive a notification each time that news, updates, or further services are put online. For example, one of these will enable you to see whether or not you can register your horse for the various special events on the circuit by simply entering its name and date of birth. Because as we will see, Elementa Masters offers much but asks for something in return, in the name of reining's ethical advancement.

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THREE “WHOPPING” COMPETITIONS. A 4-year-old **Futurity**, a 5/6/7-year-old **Derby** plus 5-year-old **Stakes**, a **Maturity** for 8-year-olds and over. The added-money: the round figure of **one million dollars** for the Futurity, **three-hundred thousand** for the Derby, **one-hundred thousand** for the Stakes and **two-hundred thousand** for the Maturity. Overall, **THE HIGHEST FIGURE IN THE HISTORY OF REINING WORLDWIDE.** Any horses or riders - where the riders may also ride different horses - who possess sufficient skill, perseverance and luck to win all three trophies, will obtain the **Triple Crown prize**, which will pay an additional **one-hundred thousand dollars** each to the rider, the owner and the horse breeder. In addition, the best mare in the Open and in the Non Pro finals of all three events, will receive the **Pink Ribbon Award**, **fifty thousand dollars** in total for the Futurity and **thirty thousand** for both the Derby and the Maturity.

BUT THERE IS MORE. In Elementa’s opinion, reining must also give concrete expression to the enjoyment of life, advancement for young people and social support. The response is the highly enjoyable **Free-Style** event, at last boosted by a “real” jackpot (fifty thousand dollars) during the Futurity, the **Euro Youth Team Trophy** during the Derby and the **Para Reining** competition (with thirty thousand dollars added) during the Maturity.

THE BREEDERS AWARD. Not limited to the Futurity alone but awarded for all Elementa Masters competitions. The horses entered on the circuit will have to be enrolled in the **Elementa Breeders Program (EBP)**, to which stallions and foals can be nominated for **FREE** throughout 2019 and 2020. The additional money for breeders (eighty thousand dollars on the Futurity, one-hundred thousand on the Derby and one-hundred and fifty thousand on the Maturity) will go to the top-five winners at each level, both Open and Non Pro.

THE WATCHWORD: GROWTH. Not only as regards the prize-money, but also the skills. The method that Elementa has chosen to **select the judges** who will sit in the Masters’ arena, for example, is once again completely new and aims to expand the currently-limited number of highly-expert judges. Any judges holding NRHA/FEI cards who are interested may communicate their willingness to collaborate at the Masters a few months before each event, registering on the relevant section on www.elementamasters.com. All those registering will be divided into AAA judges (who have judged at least two special events in the last two years), AA (who have judged at least one special event in the last two years), and A (if they have judged none), according to a model used by the US National Cutting Horse Association. The jury for each Masters competition will be **RANDOMLY DRAWN** from these three lists **IN THE PRESENCE OF A NOTARY**; the final jury will be composed of two AAA judges, two AA judges and one A judge (in addition to the Equipment Judge and the Judges Monitor with the latter strictly of AAA ranking). In this way, judges with less experience will also have the chance to gain greater experience and advance their competence, as well as their chances of being called for further judging.



HOWEVER... While Elementary Masters is ready to take on this enormous financial and organizational commitment, something will be required in return, as mentioned earlier. In the words of Domenico Lomuto, Elementa's Director of Communications, the world of reining is called upon to **"make an effort to change the specialty in line with a modern approach that responds more strictly to current social sensitivities, thus also improving the sport's image"**. Lomuto is currently negotiating **with a leading TV channel to create a "reality show" based on the circuit**. "The format would have to be fun and entertaining while the substance would be serious and competent. The aim is to shift reining from the fringe area to which the non-specialist media has historically relegated the sport on the few occasions when it has deigned to cover it. This media has, in fact, always portrayed reining as a childish pastime for an eccentric elite "playing at cowboys". It is time to clearly demonstrate the technical essence of this sport, and the elements of excellence that may render it accessible and interesting to the wider public... who could potentially become tomorrow's enthusiasts. However, for this to be possible the sport must demonstrate that it is ethically correct in its treatment of the animals involved. Therefore, one of Elementa's declared and rigorously-pursued goals, and perhaps the most important, is to see the discipline move towards a more widespread competitive longevity of reining horses while maintaining the technical and emotional quality of the shows unchanged". Hence the choice to reward breeders of older horses with higher amounts than those awarded to younger horses; hence the decision to start with a 4-year-old Futurity and not one for 3-year-olds and hence, above all, the circuit's golden rule: to enroll for the 4-year-old Futurity the horse will not have participated in any competition before January of the year in progress, and in the period from January onwards it will have taken part only in events offering limited prize money - the current hypothesis is to fix this limit at five thousand dollars. This would mean that prior to the big debut during which the young horse will have to compete to the limit of its abilities, its only outings will have been for "schooling". Obviously, this condition also applies to the Elementa Masters Derby and Maturity, with the exception of horses that will be old enough to compete in these two aged-events in 2021 and that, therefore, are 3 years or older in 2019 and may have already participated in the 3-year-olds Futurity (or are about to do so) and/or other shows with significant prize money. Evidently, this will be the trickiest condition given the current "mood" of reining; yet, it is an essential aspect for Maria Cecilia Fiorucci. It is, in fact, the central element of the "new air" that Elementa aims to bring to the specialty, introducing stricter regulations regarding respect for the animals in line with the changes that were introduced in other equestrian disciplines some time ago. By choice or by force.

ALL ABOUT WELFARE. These guidelines are also present in other rules characterizing the Elementa Masters: as far as the protection of horses is concerned, the shows will be regulated in accordance with the FEI/FISE code of conduct and anti-doping rules, which are stricter than those of the NRHA. Moreover, riders and breeders will also have to adhere to the ethical code of Elementa Masters that will govern all the activities on the circuit. The horses will undergo a veterinary pre-check before being admitted to the show pen; the warm-up arenas will be carefully monitored by stewards (a five-members Commission directed by an AAA judge as a team leader) and by a closed-circuit television system; there will be at least three warm-up arenas for each event to ensure a less-stressful environment for horses and riders, and a set break during which it will not be possible to ride (non-riding time frame), every night from 11 pm to 6 am in the morning.

*September 2021 is provisionally the date scheduled for the Elementa Masters ribbon cutting with the 4-year-old Futurity. There is, therefore, plenty of time for breeders, owners and trainers to choose and implement their strategies. The Derby + Stakes should then be held in April 2022 and the Maturity in June of the same year. To stay up to date as each detail is decided, **simply register on www.elementamasters.com**.*

6 April, 2019

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