



Longines International Jumping of La Baule: 60 years of passion

60 years ago, François André, at the origin of modern tourism, creator of La Baule-Escoublac sea resort, and founder of the Lucien Barrière group, handed over to the city the land where the Equestrian stadium stands today, in order to organize an annual show jumping. It was the beginning of a great adventure. Ten years later, in 1970, La Baule organized the world equestrian jumping championships, then the ladies' European championships in 1974. In 1991, the François André stadium welcomed the European jumping championships. Two years later, the show was certified « CSIO of France » and organized the first official Nations Cup in La Baule.

Since then, the Longines International Jumping of La Baule kept on growing, welcoming every year the elite of world show jumping and thousands of spectators. This enthusiastic and passionate public, who can make noise, applause wholeheartedly and support the riders, contributes largely to the success of the Longines International Jumping of La Baule, and makes it a unique show in the Longines FEI Jumping Nations Cup™ series.

The 2020 edition, held from 14th to 17th May, will be special since the Longines International Jumping of La Baule will celebrate its 60th birthday! And, on this Olympic year, the chef d'équipes will proceed to a first review of their teams.

Information: www.labaule-cheval.com

Accreditation: <https://labaule-cheval.com/en/media/accreditation-request/>

KEY DATES

- 1931** 1st official show organized in La Baule.
- 1960** François André hands over the stadium to the city of La Baule to organize an annual show.
- 1970** Organization of the World show jumping championships.
- 1974** Organization of the ladies' European championships.
- 1991** Organization of the European show jumping championships.
- 1993** Certification « CSIO of France » and organization of the first official Nations Cup in La Baule.
- 2005** Longines becomes the Official Timekeeper of the event and supports the Grand Prix of the City of La Baule of the CSIO5*.
- 2013** Longines becomes the Title Sponsor of the show.
- 2018** Longines becomes the Official Partner of the Nations Cup series: Longines FEI Jumping Nations Cup™.
- 2019** Longines becomes again the Title Sponsor of the show: Longines International Jumping of La Baule.

