

Press Release

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Malin Baryard – San Patrignano 2005's New Spokesperson

Malin Baryard, Sweden's top female rider, will be lending her name and image in order to help promote next year's FEI European Jumping Championship, scheduled to be held at San Patrignano (Rimini, Italy) next July 21st through 24th. She was enthusiastic at the idea from the start, in view of the partnership between Europe's largest drug rehabilitation community and ECAD (European Cities Against Drugs), an organization which gathers more than 250 member cities (22 of which capitals) in 30 European nations. Giacomo Muccioli, president of the event's organizational committee, expressed his pleasure upon hearing of the collaboration, "This Championship is truly a unique opportunity. For the first time, the event will be completely organized by the young men and women of a drug rehabilitation community. They are living proof that it is possible to overcome addiction. And the presence of someone as important as Malin Baryard is extremely important in order that we may further spread our strong message against drugs throughout Europe."

Malin is thirty years old and the proud mother of a two-month old baby boy named Alvar. In her home country of Sweden she is a celebrity, hosting a weekly show about horses on the nation's largest network. In addition, she is often asked to pose as a model for her sponsor, H&M, a well-known clothing chain based in Northern Europe. She is already the winner of two important medals: team silver from the 2000 World Championships at Jerez and an Olympic team bronze from the Athens games.

Malin, who is one of show jumping's most well-known faces, wholeheartedly supports the social and cultural message behind this year's Championship. With the full force of her convictions, she stands behind the strong anti-drug message sent by the event throughout the world. "I think it's great that the Championship is being held at San Patrignano- for us athletes, for the public, and for the young people of the community. This way, they have a chance to be involved in an important event and to show what they are capable of."

Malin has always expressed an interest in social problems-especially when speaking about young people, and the volunteer organization which deal with their problems. She is wholly conscious of her role as a model for young people, being a star athlete. Malin is aware that all athletes must give an

example in their behavior on and off the field. “To be an athlete at a higher level, you are a role model. It’s nothing you chose, it’s nothing you can take away, you are a role model, and you should be happy to be it. The point of life is surely not to win competitions, but I love winning. I am a role model as a person riding horses and being active and treating my horses well and all this, but I think an athlete is a role model, anytime. You just have to be sure you do a good job. “

This is why Malin agreed to pose for a photo shoot and conduct an interview on her farm in Norrkoping, where she is preparing for the European Championship, in order to help promote one of the projects which San Patrignano is undertaking in view of next summer’s competition: the collaboration between San Patrignano and ECAD. The project aims to spread a message of solidarity throughout Europe, and, through the realization of the Championship by the young people of San Patrignano, to show that it is possible to overcome addiction.

Malin does not hesitate to express her fears in regards to this very serious social problem. “I think it’s very scary when you hear how much drugs there is. Especially how much younger it goes. You have the possibility of getting drugs from anywhere now. It’s really something that needs to be worked on, to get rid of.”

So it seems that Sweden’s top rider is more than happy if an event such as this one can be helpful on a social level. All of this without forgetting (as she says) that horses and sport, equitation have given meaning to her life. In other words, the perfect antidote to social marginalization.

The interview and photo session with Malin Baryard are available on www.sanpatrignano2005.org

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