

q sport: **POLOCROSS WORLD CUP**

Bringing It Home – Adina Polocrosse World Cup 2019

Any sport prides itself on its tournaments and achievements, and there is no better way to do this than by bringing the very best from around the world together to compete. We see this in just about any sport and most recently with the soccer world cup, which captivated the world.

When it comes to equine sport, there is one sport that has not only got its roots in Australia, and has seen the coveted world title being won twice by the Aussie team, but is set to have its upcoming global tournament hosted Down Under – Polocrosse.

Born right here in Australia in 1939, Polocrosse has earned growing global interest ever since, seeing it now being played in dozens of countries across Europe, Asia, the Pacific, Africa, the USA and, of course, across Australia.

Moreover, Polocrosse has captured the equine community, with players of all ages entering the sport. For the unbeknownst, Polocrosse is a ball game, somewhat a blend of Polo, Quidditch and AFL – played on horseback with netted sticks. The aim of the game is to score field goals by throwing and catching the ball between team players and eventually between the goal posts.



Most exciting is, of course, the fifth world tournament, the Adina

Polocrosse World Cup held in April 2019, which will bring the best of the best of Polocrosse for one week to the Queensland town of Warwick.

Adina Watches General Manager, Grant Menzies, says, *"Polocrosse is an exciting skills-based sport for both horse and rider, but it is also Australia's own. This made it an obvious choice to take on the naming rights for the event and to support not only the world cup but to help grow the sport itself."*

As an all-Australian watch manufacturer who has earned its place on the global stage for their unique and innovative designs, and ethos of quality, craftsmanship and durability, the parallel to the sport could not be more obvious. 'It was a no-brainer' Grant Menzies expressed.

"The sport is more about skill, finesse and technique than about pure speed or luck, making it a great sport to watch. And, in bringing the World Cup Down Under, 80 years after the sport was developed here is a great way to celebrate Australian ingenuity," Menzies says.

While Australia won two consecutive titles, the 2003 and 2007 World Cup, it is South Africa who is entering next year's tournament as twice reigning champion. With Australia coming third at the 2011 and 2015 Polocrosse World Cup, there is good reason and hope that it is not only the competition that is coming home to Australia, but perhaps the trophy as well.

For more information on the Adina Polocrosse World Cup, go to www.polocrosseworldcup.com.au