



ORGANIZACIÓN SUDAMERICANA DE FOMENTO  
DEL SANGRE PURA DE CARRERA

# OSAF NEWS



April 9th 2018

## LONGINES AWARDS JOINING OSAF IN SOUTH AMERICA

During the Longines Gran Premio Latinoamericano week, Longines - official partner and official watch of OSAP - joined the South American Organization for the Development of Thoroughbreds in its social activities.

### LONGINES AWARD

OSAF organized a Gala dinner which took place at the Ballroom of Hyatt Centric Montevideo hotel, to welcome and honor the prominent regional and international characters who join for the Grand Prix.

In this opportunity, the Swiss watchmaker gave the Longines Award to the Heller Solari Family, owners of Haras Don Alberto (Chile), in a meaningful ceremony, in appreciation and recognition for their commitment with the horseracing activity in Latin America.

The Vicepresident of Longines and Head of International Marketing, Juan-Carlos Capelli, expressed: *"Over the years, Longines has always had at heart to extend its involvement in equestrian sports and for that reason, the brand has become the partner of IFHA, the Fédération Equestre Internationale and of course the OSAP, just to name a few. These partnerships mark an important step for us: it reinforces our traditional commitment in equestrian sports in south America and all over the world, and make our brand a major player in this field. Thanks to the the successful collaboration between Longines and the IFHA, a series of prizes have been created to award recognition of excellence in this equestrian discipline:*

- \* the Longines Award of Merit awarded in 2017 to Japanese jockey Yutaka Take
- \* the Longines World's Best Jockey, presented in 2017 to Australian jockey Hugh Bowman
- \* the Longines World's Best Racehorse and the Longines World's Best Horse Race, whose ceremony took place in London last January, where Arrogate was crowned by Longines for the second year in a row and Qatar Prix de l'Arc de Triomphe was also awarded by Longines for the second time.

*Either a horse, a jockey, a race or a public figure, they all have a role to play in making the sport unique and truly breathtaking. At these occasions, the winners are honoured in ceremonies attended by representatives from across the entire profession and benefit from the valuable recognition they deserve."*



Liliana Solari Falabella and Carlos Heller Solari received the recognition from Longines.

In 2017 the Longines Family Award had been granted to the Ceriani Cernadas Family (Argentina) in the frame of Longines Gran Premio Latinoamericano 2017 in Viña del Mar.

And in 2015, during the First Pan American Conference Gala Dinner in New York, Longines granted the Award of Merit distinction to late Marcel Zarour, who had been OSAF Chairman from 2011 till December 2014, and who was also responsible for materializing the first Agreement with Longines as partner, watch and chronometer of OSAF.

## LONGINES PRIZE OF ELEGANCE

During the meeting of Longines Gran Premio Latinoamericano, Longines and OSAF organized the Prize of Elegance for Ladies and Gentlemen, at the Hipódromo Nacional de Maroñas.

The jury featured Mr Miguel Angel Palmer, Brand Manager of Longines for Latin America, Mrs. Aly Vance, journalist from CNN, Mrs. Esperanza Lavallen and Mr Fernando Cristino.

10 finalists were selected from a total of 64 contestants, to parade before the jury and the public present at the racecourse.

In a charming ceremony, the Vice President of Longines and Head of International Marketing, Mr. Juan-Carlos Capelli, handed the Longines watches from the Conquest Classic collection to the winners distinguished as representatives of elegance: Ms Marianela Ali and Mr Claudio Cativelli.



Children also dressed up for the special occasion!

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