

**Maserati U.S. Open Polo Championship Recap – Palm Beach**

The culmination of 16 weeks of high-goal winter polo at the International Polo Club (IPC) came to a thrilling finish with the final match of the Maserati U.S. Open Polo Championship® on Sunday, April 20. Alegria defeated Valiente 11-10 with a masterful overtime winning goal scored by Hilario Ulloa. It was championship polo at its best, with the score alternating between the two elite teams throughout six action-packed chukkers. The sold-out, recording-breaking crowds cheered on their favorites with unbridled enthusiasm. The Alegria team – Julian Mannix, Hilario Ulloa, Mariano Aguerre, and Clemente Zavaleta – were awarded the prestigious Maserati U.S. Open Polo Championship trophy at the jubilant tournament presentation in front of thousands of fans and friends.

**Record-breaking Attendance at Season Grand Finale**

It was a day that memories are made of and a year for the record books at the International Polo Club. Easter Sunday marked the final match of one of the most prominent polo tournaments in the world – the Maserati U.S. Open Polo Championship. The powerful roar of Maseratis lining up around the field filled the air as stylish polo enthusiasts sipped champagne and delighted in the lavish Sunday Brunch served at The Mallet Grille and The Pavilion. With reservations and ticket sales at an all-time high, extra tables and seating were set up at every conceivable vantage point for viewing the action. When attendance numbers were tallied the following day, the count shattered all previous records. More than 12,000 polo enthusiasts attended the final, lifting revenue for ticket sales to an astonishing 83% over the 2013 final. Polo fans filled lawn seats, boxes, bleachers, the Veranda, The Pavilion, and the Maserati VIP Lounge, hosted with “Maserati Centennial Polo Tour” partner, La Martina. Tailgate tents were overflowing with guests, and hundreds of fans were happy just finding a lush green spot on the grass. In addition to a record-breaking final, the International Polo Club tagged an impressive 152% increase in ticket sales for the 16-week polo season, solidifying their mission of growing fan support for the game in the South Florida region.

**Egg Hunt Extravaganza**

The International Polo Club’s dedication to enhancing the fan experience was also manifested in festive activities that engaged the youngest fans. For the traditional Easter Egg Hunt, over 8,000 brightly colored plastic eggs were filled with surprises and scattered on the vast, manicured Championship Field for children to claim prior to the match. A high-energy Easter Bunny strolled the field, while hundreds of children raced to pick up eggs in their Sunday finest. Polo mascot, Chukker, joined the festivities, dancing with the bunny and posing for photos with children and families.

**Hat Couture Fashion at Polo**

Of course, stylish hats are an integral fashion accessory for any Sunday polo match at the International Polo Club, but the combination of Easter, the U.S. Open Polo Championship, and the winter season finale, elevated the hatty style to new heights that would have made famous, London-based milliner, Philip Treacy, proud. Delicate, frothy lace concoctions, feathered stylesetters, and bejeweled dazzlers signaled to onlookers that this was a special occasion. The Easter Sunday hat competition was fierce and daring as fashionistas paraded their head-turning headwear.

**Maserati Personifies the Sport of Kings**

Italian luxury automaker, Maserati, was the exclusive automobile partner for the second year at the International Polo Club (IPC), personifying the shared qualities of prestige, passion, performance, and luxury. As title sponsor of the U.S. Open Polo Championship, Maserati showcased a dashing lineup of their luxury cars during the four-week tournament, along with a spectacular hospitality lounge for VIP guest seating. It was horsepower at its finest, with the iconic Trident marque offering test drives of their all-new Maserati Ghibli, which sports a Ferrari-built, twin-turbo V-6 engine. The combination of Maserati and IPC exemplifies the ideal partnership of lifestyle and sports excellence. Maserati has identified four of the most prestigious polo clubs in the world, and IPC is the first polo club on Maserati’s exclusive, international “Maserati Centennial Polo Tour” in celebration of their centennial year, and organized in collaboration with La Martina. As the outcome of the final U.S. Open Polo Championship match has been determined, the tour is headed to China, England, and the United Arab Emirates.

**Supercharged Afterparty Celebration**

The International Polo Club threw open its doors and everyone was invited to join in the celebration of the winter season finale. Hosted poolside at The Mallet Grille, guests enjoyed a casual buffet with food stations that featured Thai, Chinese, American, Mexican, Argentine, and Italian cuisine. Ice sculptures and exotic flowers provided an elegant touch, while a dynamic band kept the crowd on their feet dancing to the music. Beautiful models floated in “bubble rollers” in the pool, while magicians, fire twirlers, jugglers, silver horse-costumed dancers, and a Junkanoo parade entertained more than 2,000 guests.

**About International Polo Club Palm Beach**

The International Polo Club Palm Beach is the premier polo destination in the world, hosting the largest field of high-goal teams and the most prestigious polo tournaments in the United States. Polo enthusiasts descend upon Wellington, Fla., each winter season to enjoy their love of the sport in the most prominent and well-equipped polo facility. High-goal polo action takes place every Sunday from January through April at the International Polo Club, and the venue is available year-round for special events, weddings, and corporate outings. For more information, visit InternationalPoloClub.com or call 561.204.5687.

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