



4CYTE™ Secures Three-Year Naming Rights Partnership with the Melbourne International 3 Day Event

The organisers of the Melbourne International 3 Day Event (MI3DE) are proud to announce a landmark partnership with 4CYTE™, who has officially signed on as the naming rights sponsor for the next three years. Beginning in 2026, the prestigious equestrian competition will be known as the 4CYTE™ Melbourne International 3 Day Event.

This multi-year agreement marks a significant milestone for both organisations, strengthening the future of one of Australia’s most iconic equestrian events while aligning 4CYTE™ with a passionate, diverse, and rapidly growing sporting community.

Janet Houghton, MI3DE Event Director, said:

“We are thrilled to welcome 4CYTE™ as our naming rights partner. Their dedication to improving movement and performance for both horses and riders makes them an exceptional fit for this event. This partnership enables us to continue elevating the international standard of MI3DE and deliver an unforgettable experience for competitors, spectators, and the equestrian community.”

Georgia Spangaro, 4CYTE™ representative, added:

“Eventing showcases the incredible synergy between horse and rider—something 4CYTE™ proudly supports through our joint health and recovery solutions. We are excited to partner with such a historic and highly respected event and look forward to playing a key role in its growth over the coming years.”

Held annually over the June long weekend at the picturesque Werribee Park National Equestrian Centre, the newly titled 4CYTE™ Melbourne International 3 Day Event attracts elite riders from across Australia and around the world. Featuring Olympic-level eventing disciplines—dressage, cross-country, and showjumping—the event is a highlight of the Southern Hemisphere’s equestrian calendar. More information about the event can be found www.m3de.com.au

4CYTE™ is a leading joint health and recovery brand offering scientifically backed products designed to support mobility, performance, and overall wellbeing in horses and companion animals. With a strong focus on research and innovation, 4CYTE™ is trusted by veterinarians, elite riders, and animal owners across Australia and internationally. More information about 4CYTE™ can be found www.4cyte.global/