

MEDIA RELEASE



THOROUGHBRED RACING SA

5 January 2011

Strathalbyn to make fashionable transformation

Strathalbyn will transform into the best dressed town in South Australia on January 16 when fashion fiends and racing fans converge upon it for the 2011 Strathalbyn Cup.

Labelled the most glamorous provincial race meet in the State, the day will feature a fashion parade by iconic local designers George Gross and Harry Who, as well a collection of the best local food and wine.

Strathalbyn Racing Club Executive Officer Sharon Cimarosti said the event had developed a stellar reputation in recent years as the ideal mix of town and country experiences.

“We’ve watched the Strathalbyn Cup evolve into the perfect combination of style and sport,” she said.

“It’s become a truly glamorous social occasion that retains the right amount of racing and relaxation to offer something for everyone.”

Glam Adelaide’s Kelly Noble will host the fashion parade featuring Finesse Models and the hotly contested Fashions on the Field. Guests will also go in the running to win a getaway for two at the gorgeous Barossa Vista, which includes the keys to a Mercedes-Benz for the weekend from BEA Motors.

The Club is also offering a selection of hospitality packages to tailor the ultimate day of wining and dining.

Sharon said that with more than 4000 guests expected through the gates, the event would give greater exposure to some of region’s best exports.

“The Cup is a great opportunity for local growers and residents to show off their wines, produce and the beautiful green surrounds,” she said.

“We’re only 40 minutes from Adelaide and this has become a day where people escape the city to dress up and experience a real party.”

Racing starts at noon with gates opening at 9.30am to allow early-birds to get a prime position close to the racing action.

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Tickets are \$15 for adults and \$8 for concession with children under 18 entering for free.

For further information visit www.strathracing.com.au

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