

MEDIA RELEASE



THOROUGHBRED RACING SA

30 March, 2011

Streaky Bay Cup to be bigger and better than ever

Organisers of this year's Streaky Bay Cup are promising this Saturday's event will be bigger and better than ever before – with larger crowds, more entertainment and all the food and festivities the picturesque coastal town has become renowned for.

Held at the Streaky Bay Racecourse, the event is expected to attract more than 1500 people – locals and holiday makers alike – to enjoy a great day of racing, fine food and a range of entertainment for the whole family.

And for those that get to the races regularly, the Streaky Bay Cup will provide one final chance to 'get lucky' at the races as part of the Eyre Peninsula's Third Time Lucky campaign.

Streaky Bay Racing Club President Peter McEvoy said the event provided a great opportunity to enjoy a day out and a weekend away in one of the state's most beautiful locations.

"The Streaky Bay Racing Club has one race meeting each year so we put all of our efforts into making sure Cup day is extra special - with a range of great local produce on offer and entertainment for all ages," he said.

"This year's Cup marks the culmination of the Third Time Lucky campaign, which has seen avid race goers collecting stamps at eligible events for their chance to win Harbour Town gift vouchers, and those that have been to two other West Coast race days will enjoy free entry to our event if they bring their pass.

"What's more, many holiday makers also use the Cup as an opportunity to spend a weekend in Streaky and experience the beautiful beaches and cliff formations – while enjoying a spot of fishing and trying some of the state's best seafood."

An already exciting day of racing will be made even more exciting on Cup day thanks to the 2011 Bill Holland Series – with the victors in the horse, jockey and trainer categories ultimately decided by the placings in the Streaky Bay Cup.

"The series has been run across six races over the summer racing season on the Eyre Peninsula – and it will come down to the wire. It's certainly going to be an exciting Cup to watch!" Peter said.

The Fashions on the Field competition will be a highlight of this year's Cup – with a growing focus on dressing up for the annual event.

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And for those who want a luxurious trackside experience, Peter recommends reserving a spot in the 'Fish Bowl' marquee.

"The Fish Bowl package includes a full buffet lunch, drinks and entrance into the race day – plus it's situated right on the finish line so you've got a prime view of the track," he said.

"And with Fashions on the Field open to both men and women – there's no excuse not to dress up and enjoy all that the Streaky Bay Cup has to offer for the chance to win some great prizes."

Gates open at 10.30am with general admission \$10, concession \$6 and children under 16 entering for free.

For further information contact the Club Secretary John Rumbelow on 0400 222 929.

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