

MEDIA RELEASE



THOROUGHBRED RACING SA

20th April, 2011

There's nothing like a free day at the races

There's nowhere quite like the Limestone Coast for quality wine, gourmet food and great scenery, and at this time of year there's no better way to experience all of that and more than at the races - particularly when it's free.

Beginning this Easter long weekend on Tuesday, April 26, the Penola Cup is the third-to-last feature race meet of the local racing season and one of the final chances to begin stamping a Limestone Coast Third Time Lucky Pass.

By attending two eligible events on the Limestone Coast, guests enter the third for free. For racegoers headed to the Penola/Millicent Cups Carnival – with the Millicent Cup being run on Sunday, May 1 – that means free entry to one of the two days of racing at the Mount Gambier Gold Cup Carnival on May 20-22.

“Besides the food, wine, racing and fashion, there's now added incentive to experience Limestone Coast racing at its best,” Limestone Coast Thoroughbred Racing Business Manager Paul Connell said.

“Celebrating Easter with family and friends at the picturesque Penola Racecourse is a great way to start this final stretch of the Limestone Coast racing season.

“Doubling your fun at the Millicent Cup the following week will ensure that you can enjoy free entry to either the Mount Gambier Gold Cup or Pink Ladies Race Day at the end of May,” he said.

For those who stamp a Third Time Lucky pass at the Penola Cup, they will also enter the draw to win a \$100 Harbour Town voucher on the day – as well as the major Third Time Lucky prize, a \$1000 Harbour Town shopping spree.

University of South Australia student, granddaughter of a Millicent horse trainer and Limestone Coast racing regular Kelsey Bromley will be stamping a Third Time Lucky pass at the Penola/Millicent Cups Carnival this year.

“I've been coming to the races ever since I was little and try to make it to whatever event is on while I'm home during uni breaks,” Kelsey said.

“I have great memories of watching my grandfather's horses.

“Every race meet offers some unique and the Third Time Lucky Pass is a good chance to experience it all.”

Entry to the Penola Cup costs \$12 for adults, \$8 for concession, children under 18 enter free.

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For further information or to book online visit www.theracessa.com.au

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