

MEDIA RELEASE



THOROUGHBRED RACING SA

16 May, 2011

Pink ladies take to the races

Pink outfits are set to dominate this year's Ladies Day (Sunday, May 22), marking a colourful end to the Scott Group of Companies Mount Gambier Gold Cup Carnival and raising funds for a worthy cause.

More than 250 ladies will don pink rain coats for the Mount Gambier Racing Club's first Pink Ladies Day Luncheon, a fundraising event in support of the Breast Cancer Network Australia (BCNA).

Replicating symbolic gestures made at cricket and football matches nationally, the women will first convene at 11am in front of the grandstand at Allan Scott Glenburnie Racecourse to form the shape of the pink lady silhouette on BCNA's logo.

"Already the luncheon is close to sell-out which shows just how many women are touched by breast cancer in one way or another – and who doesn't love an excuse to dress up for the races?" BCNA Community Liaison Officer Tracey Bald said.

"The pink lady silhouette formation is designed as a powerful reminder to the public that ongoing support for people living with breast cancer is essential to their future and their families."

All funds raised by the BCNA provide free resources to over 14,000 Australian women and their families who are diagnosed with breast cancer each year – particularly women in regional areas who are often isolated from support mechanisms. This includes information, treatment care, physical and emotional support.

Pink Ladies Day Luncheon guests will receive complimentary champagne upon entry to the marquee followed by a gourmet three-course chicken and champagne lunch.

Gift bags, entertainment by dance troupe 'Hype', raffle prizes and lucky door prizes are also included in the race day package.

"Adding to the excitement will be a full schedule of live racing from 10am and family entertainment throughout the day," Mount Gambier Racing Club's Kate McDonough said.

"It's a race day for the whole family - the family-friendly Crown Castle Marquee is offering kids' activities at \$5 per child, with proceeds donated to Give Me 5 For Kids."

Tickets to the Pink Ladies Day fundraising luncheon are still available at **Active8 Gym in Mount Gambier** and **5SE radio**. Please contact these outlets for more information.

Gate entry to Ladies Day costs \$12 for adults, \$8 concession and children under 16 enter free.

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PHOTO/TV OPPORTUNITY

- What:** 250 women in pink form the Breast Cancer Network Australia's 'Pink Lady' silhouette on-course at the races
- When:** Sunday, May 22 – 'Ladies Day' of the Scott Group of Companies Mount Gambier Gold Cup Carnival
- Where:** In front of the grandstand, Allan Scott Glenburnie Racecourse

For further information or visit www.mountgambierracing.com.au

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