

MEDIA RELEASE



THOROUGHbred RACING SA

18 May, 2011

Fashion stakes bigger than ever at Mount Gambier

The fashion stakes at this Friday's Scott Group of Companies Mount Gambier Gold Cup just got a whole lot bigger thanks to a year-long, state wide style search featuring South Australian racing's richest ever fashion prize pool.

The winner of this year's Mount Gambier Fashion on the Field competition will become the first finalist of the inaugural 2011/2012 *Fashion at The Races* competition, with a one in 15 chance of taking home a Volkswagen Polo hatch auto.

Fifteen *Fashion at The Races* finalists will be selected over 26 South Australian race meets throughout the year, culminating at Derby Day on May 12, 2012 at Morphettville Racecourse, Adelaide – where the winner of the Polo will be judged.

Fittingly, Derby Day is also “the richest day of racing in South Australia”. The runner-up of *Fashion at The Races* will have a year's worth of race wear looked after, taking away a \$3000 wardrobe and styling session from renowned South Australian designer and event partner Liza Emanuele.

Network Ten reporter and *Fashion at The Races* Ambassador, Kate Freebairn, will be part of the Derby Day Final judging panel, while 18-time Mount Gambier Gold Cup Fashion on the Field Coordinator Wendy Richardson from Redgum Country will take the reigns on Friday.

Adelaide-born Kate got her first taste of racing as a young girl at the annual Easter Racing Carnival at Oakbank and has been a regular in young members' marquees at city and country race meets ever since. Twenty-six-year old Kate has a keen eye for fashion and has been both a host and a judge at numerous fashion events across the state.

“I always have an eye out for unique styles and on-trend outfits, which is what *Fashion at The Races* is all about,” Kate said.

“I'm looking forward to seeing what South Australia has to offer.”

In addition to the Mount Gambier Racing Club's own Fashion on the Field prizes, the winner who progresses to next year's *Fashion at The Races* final will also be treated to two nights' accommodation at Oaks Plaza Pier Glenelg and hospitality for two at South Australia's Derby Day.

Entrants to *Fashion at The Races* must be 18 or over and will be judged on appropriateness of the outfit for the particular event, originality and confidence, attention to detail with accessories, appreciation of current fashion trends, grooming and deportment.

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Thoroughbred Racing South Australia Marketing Manager Anna Falkiner said they had high expectations for Mount Gambier after last year's Gold Cup, where more than 70 females entered Fashion on the Field.

"We're excited to launch *Fashion at The Races* in Mount Gambier and are expecting the girls from the South East to set the bar high for the rest of the year," Ms Falkiner said.

"With regional pride and incredible prizes up for grabs, *Fashion at The Races* will add to the excitement and competitive spirit of even the smallest race meetings in South Australia.

"This is a wonderful opportunity to put the best of country style and city glamour on show and a good excuse to gather a group of friends and cheer each other on - especially with a car up for grabs."

For those who miss out this Friday, there will be more chances to compete during the year. The winners of some of the larger events, including the Mount Gambier Gold Cup, will qualify automatically to the final, while other country Cup Fashion on the Field winners will have to progress to semi-finals.

PHOTO/TV OPPORTUNITY

What: The South East's best dressed ladies vie for a spot in the 2011/2012 *Fashion at The Races* final and the chance to win a Volkswagen Polo

When: Friday, May 20 – the Scott Group of Companies Mount Gambier Gold Cup

Where: Allan Scott Glenburnie Racecourse, Mount Gambier

Time: Registration from 12pm – 1.30pm; Competition 2.15pm – 3pm

For further information and terms and conditions (available from Friday, 20 May 2011) visit www.theracessa.com.au

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