

MEDIA RELEASE



THOROUGHBRED RACING SA

7 June, 2011

Quorn Cup joins state wide search for most stylish racegoer

Thoroughbred Racing South Australia is calling on country racegoers in South Australia's north to bring their fashion A-game to the Quorn Cup this year.

The Emanuel Bros Isuzu Ute Quorn Cup on Saturday, June 11 will join 25 other regional and metropolitan race meetings across SA as a qualifying event in the inaugural 2011/2012 *Fashion at the Races* competition - a year-long, state wide style search featuring South Australian racing's richest ever fashion prize pool.

The winner of this year's Quorn Cup Fashion on the Field competition will become the second semi-finalist in the Flinders Regional Final at the Port Augusta Cup on Saturday, July 10, joining Hawker Cup heat winner Mija Reynolds in the running to win a Volkswagen Polo hatch auto.

In total, 15 *Fashion at The Races* finalists will be selected over 26 SA race meetings throughout the year, culminating at SA Derby Day on May 5, 2012 at Morphettville Racecourse – 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 sponsor Liza Emanuele.

Ten News reporter and *Fashion at the Races* Ambassador, Kate Freebairn, will be part of the Derby Day judging panel and making appearances throughout the year at various country race meetings.

Twenty-six-year old Kate has frequented country and city race meetings since she was a child and has a keen eye for fashion - hosting and judging 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 taking home the individual prizes provided by Fashion on the Field organisers at each club, all regional winners who progress to next year's *Fashion at the Races* Final will be treated to two nights' accommodation at Oaks Plaza Pier Glenelg and hospitality for two at Derby Day.

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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. For those just wanting to enjoy a day out with family and friends, the Quorn Cup has a range of hospitality options available for wining and dining, along with children's entertainment and great food options on-course.

The Quorn Jockey Club is also holding its annual Calcutta on Friday, June 10 from 8pm at the racecourse.

General admission to the Quorn Cup costs \$15 for adults, \$8 concession, children under 16 enter free. Gates open at 11am.

PHOTO/TV OPPORTUNITY

What: Quorn'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: Saturday, June 11 – the Emanuel Bros Isuzu Ute Quorn Cup

Where: Quorn Racecourse, Racecourse Road, Quorn

Fans can follow the progress of their favourite finalists and check out the other competition at www.facebook.com/TheRacesSA

For further information visit www.theracessa.com.au

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