

MEDIA RELEASE



THOROUGHBRED RACING SA

27 June 2011

Spotlight on fashion as search begins for SA's most stylish racegoer

Fashion will be in the spotlight at race meetings right across the state this year as Thoroughbred Racing South Australia kicks off its inaugural *Fashion at The Races* competition - a year-long, state wide style search featuring SA racing's richest ever fashion prize pool.

Fifteen of the state's most stylish racegoers will be selected over 26 race meetings throughout the year, culminating on South Australian Derby Day (May 5, 2012) at Morphettville Racecourse, Adelaide – where the inaugural winner of *Fashion at The Races* will be crowned.

The winner will walk away with a brand new Volkswagen Polo, while the runner-up 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.

Thoroughbred Racing SA Marketing Manager Anna Falkiner said they had high expectations for the fashion on show at country Cup meetings.

"We're excited to launch *Fashion at The Races* this year and are expecting the ladies and men alike from city and country South Australia to bring their fashion A-game to the track," 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 days in South Australia."

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 SA 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 further information and full terms and conditions visit www.theracessa.com.au

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THERE'S NOTHING LIKE A DAY AT THE RACES

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