

MEDIA RELEASE



THOROUGHBRED RACING SA

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Is Port Augusta home to SA's most stylish racegoer?

All eyes will be on the Port Augusta Cup next weekend as The Races SA continues its search for South Australia's most stylish racegoer.

This year's Cup will play host to the Flinders Regional Final of Fashion at The Races – a year-long, state wide style search featuring SA racing's richest ever fashion prize pool.

As host, Port Augusta will welcome finalists from the Quorn and Hawker Cup days to battle it out against locals for their chance to represent the region at the Fashion at The Races Final on South Australian Derby Day 2012 at Morphettville Racecourse.

The overall winner of Fashion at The Races will take home a Volkswagen Polo, while the runner up will have a year's worth of race wear looked after with a \$3000 wardrobe and stylish session from renowned South Australian designer and event partner – Liza Emanuele.

Quorn Cup Fashions on the Field winner Sarah Minney of Whyalla is expecting Port Augusta locals to up the fashion stakes for the event – but is keeping tight lipped on her outfit.

"I haven't quite worked out my outfit for the Port Augusta races yet as it needs to be practical for the weather – but it most certainly will consist of a cute dress, high heels and a fascinating fascinator," she said.

"My first rule for whatever I am wearing is to wear something that is humorous, secondly I try to incorporate something into my outfit that is a little different from what everyone else has, and lastly I always try to wear something that suits me and that I feel comfortable in.

"I hope the judges decisions will take into account style that is individual yet classy."

In total, 15 *Fashion at The Races* finalists will be selected over 26 SA race meetings throughout the year. Entrants must be 18 or over and are 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.

Along with having the opportunity to be a part of Fashion at The Races, dressing up for this year's Port Augusta Cup will also give racegoers the opportunity to win a great range of prizes as part of Fashions on the Field. Prizes will be awarded to the best dressed female, best dressed male and the best junior – as well as a Millinery Award for the most dazzling headwear.

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Registration for Fashions on the Field is open to all racegoers and will take place from 12pm – 1.30pm in the Champagne Bar. The winner will progress to the Flinders Regional Final which will be held straight after the Fashions on the Field event, following Race Six.

General admission for entry to the races is \$15 for adults, \$8 concession, children under 16 enter free. Gates open at 11am.

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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