

# MEDIA RELEASE



THOROUGHBRED RACING SA

22 July 2011

## Is Roxby Downs home to SA's most stylish racegoer?

All eyes will be on the Onesteel Roxby Downs Outback Cup on Saturday, August 6 as The Races SA continues its search for South Australia's most stylish racegoer.

The winner of this year's Roxby Downs Fashion on the Field competition will become the third finalist of the inaugural 2011/2012 *Fashion at The Races* competition – a year-long, state wide style search featuring SA racing's richest ever fashion prize pool.

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 styling session from renowned South Australian designer and event partner – Liza Emanuele.

Fifteen *Fashion at The Races* finalists will be selected over 26 South Australian race meets throughout the year, culminating at South Australian Derby Day on May 5, 2012 at Morphettville Racecourse, Adelaide, where the winner of the car will be judged.

Ten News reporter and *Fashion at The Races* Ambassador, Kate Freebairn, will be part of the SA Derby Day Final judging panel, and will be heading north to Roxby Downs to kick up her heels at the Outback Cup.

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."

Along with having the opportunity to be a part of *Fashion at The Races*, dressing up for this year's Roxby Downs Outback Cup will also give racegoers the opportunity to share in the Club's own \$2000 prize pool, as well as the titles of "Mr and Ms Outback".

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 SA Derby Day, with the Roxby Downs Racing Club also securing Alliance Airlines flights to get the finalist and a friend down to Adelaide to compete in the Final.

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Outback Cup festivities kick off on Friday, August 5 with the Bradken Calcutta held at the Roxby Downs Community Club from 7pm. Tickets include a three course meal complete with Outback Cup Field Review and Form Guide.

General admission for entry to the races is \$10 for adults, with concession rates for seniors and children under 16 enter free. Gates open at 11am.

**Fans can follow the progress of their favourite *Fashion at The Races* finalists and check out the competition at [www.facebook.com/TheRacesSA](http://www.facebook.com/TheRacesSA)**

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