

# MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

## SA racing to introduce new Industry Awards categories

Thoroughbred Racing SA's annual Industry Awards will receive a colourful addition in 2012 following an announcement by TRSA Chair Frances Nelson today (September 1).

As of August 1 when the current racing season began, Thoroughbred Racing SA will recognise the industry's golden moments with two new categories being added to the awards line up – 'Best Story' and 'Best Picture'.

The decision follows the success of 2010/2011 season Industry Awards ceremony on August 21, where more than 450 people attended to honour the achievements of the state's top horses, trainers, jockeys and apprentices – with prizes awarded to the industry's finest performers, both past and present.

Ms Nelson said the new categories would encourage the best racing stories to be told and reward quality journalism and photography.

"There are few industries with a sporting and social culture with as much history, depth and influence as racing," Ms Nelson said.

"There are so many great stories to be told and these awards are a way to showcase them.

"They are not just media awards - they are an opportunity to build awareness and celebrate the people, the horses and the moments in time that make racing the unique institution it is today."

The categories will be open to all stories and images which cover racing in South Australia and appear in the media during the 2011/2012 season.

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