



FOR IMMEDIATE RELEASE

The ongoing campaign to buy a CT-Scan for Naracoorte Hospital has received a major boost care of a generous Wrattonbully Cup racing crowd. Thursday's event raised more than \$8000 for the cause, courtesy of some spirited bidding on seafood, AFL and cricket tickets and a range of sporting memorabilia.

More than 250 people filled a trackside marquee at Naracoorte Racing Club, enjoying a luncheon showcasing fresh regional produce paired with some of the most successful wines to be released in Wrattonbully over the past 12 months.

"A lot of these wines, if any region could put those on the bench, they would be very happy with them – these are great ambassadors for Wrattonbully," said guest wine critic John Innes.

Each year, the Wrattonbully Cup is organised and heavily supported by the Wrattonbully Wine Industry Association in a bid to celebrate its successes while toasting the sport of kings in style. Prior to yesterday's opening race, many of the participants attended a wine industry focussed seminar sponsored by Wrattonbully's Smith & Hooper Vineyards, where Yalumba winemaker Jane Ferrari told the audience there's never been so much opportunity to sell wine.

"You just need to tap into the hearts and minds of your markets – if you can get folks to fall in love with it in the right sort of environment, Wrattonbully will fly," she said.

ABC Grandstand's Peter Walsh was master of ceremonies for the day, and also stepped in as a sensational auctioneer.

"The day was a fantastic success – perfect weather and a great, generous crowd," said the Wrattonbully Wine Industries Association chair, Neil Ottoson. "Word is starting to get out that this is a terrific day out not only for the wine industry, but racegoers in general, and everyone had a ball."

For further information or comments re the Wrattonbully Cup, please contact Debbie Press 0408 809 294 or James Freckleton 0412 847 383. Editors please note: a selection of digital images are attached for your use. Additional social pictures are available by emailing gretel@gretelsneath.com or phoning 0417 382 035.