

MEDIA RELEASE



THOROUGHBRED RACING SA

15 March, 2012

Glamorous gala prelude to new SA Derby Day

Racing's elite, celebrities and 100 lucky ticket holders will walk the red carpet at the Intercontinental Adelaide this May for the inaugural Medallion Homes Late Mail Luncheon®, a glamorous charity event and prelude to the new Centrebet South Australian Derby Day.

Since its inception eight years ago, the Late Mail Luncheon® has grown to become the premier social racing event of Spring Racing Carnival in Melbourne, with luncheons also proposed for Perth and Hong Kong. It is one of few occasions that brings together the racing industry and the general public in an intimate setting and treats all guests as VIPs.

With the support of the SAJC and Thoroughbred Racing SA, the Luncheon has now been confirmed for Adelaide until 2015.

"This year's SA Derby Day weekend will be the highlight of Autumn Carnival. Both on and off the track, the celebrations will be bigger and better than anything we've seen before," Thoroughbred Racing SA Industry Marketing Manager Jane Wellington said.

"Late Mail has been a huge success in Victoria and we're very excited that Adelaide has been selected as the next location for it."

The Late Mail Luncheon® will be held on Friday (May 4) ahead of a revamped Centrebet SA Derby Day on Saturday (May 5), which this year is home to the inaugural Fashion at The Races State Final, the Group 1 \$500,000 SA Derby and range of social events including a Liza Emanuele race wear fashion parade.

And Late Mail festivities won't end with lunch. Medallion Homes is hosting an Official Late Mail After Party at a venue yet to be announced (organisers are keeping this one a closely guarded secret), before the fun continues on SA Derby Day with hospitality in the Tapestry Pavilion included in the Late Mail ticket package.

In 2012, funds raised at all Late Mail Luncheon® events across Australia will assist funding of emergency cardiac intervention laboratories, or 'cath labs'.

Some of the biggest names in Australian racing will attend the Late Mail Luncheon® including this year's Adelaide Cup winning trainer Lloyd Kennewell, SA Derby winning trainer Anthony Cummings, Caulfield Cup winning trainer Leon Macdonald, local leading trainer Tony McEvoy, Australia's leading female jockey Clare Lindop, Hall of Fame legend John Letts and Master of Ceremonies Bryan Martin OAM.

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They will be joined by Official Luncheon Ambassadors Olivia Nunn, Annie Leo and Emily Krstina Santic (daughter of Tony Santic, owner of Makybe Diva), as well as 14 of South Australia's best dressed race goers who will be flying into town to represent their regions in the Fashion at The Races Final on SA Derby Day.

The 15th Fashion at The Races Finalist will be selected at a heat in the morning on SA Derby Day and will proceed to the Final in the afternoon. The winner of the Fashion at The Races State Final will be given the keys to a Volkswagen Polo, with a \$3000 Liza Emanuele wardrobe and styling session awarded to the Runner Up.

Just 100 tickets to the Late Mail Luncheon® are available to the general public. Prices start from \$440 including the Luncheon, After Party, entry to SA Derby Day and hospitality on the day. Bookings can be made via the event website at www.latemaillunch.com or by emailing tickets@latemaillunch.com.au.

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