

MEDIA RELEASE



THOROUGHBRED RACING SA

2 April, 2012

Penola Cup at the front line of racing fashion

For racegoers across the Limestone Coast, this Easter long weekend is set to reignite old regional rivalries.

This year's Katnook Estate Penola Cup (Sunday, April 8) will play host to the Limestone Coast Regional Final of *Fashion at The Races* - a year long, state wide search to find South Australia's most stylish racegoer.

Penola is one of the last chances to qualify for the State Final to be held on Centrebet South Australian Derby Day (Saturday, May 5 at Morphettville Racecourse), where the winner will drive away in a Volkswagen Polo and the runner-up treated to a \$3,000 Liza Emanuele fashion experience.

The winner of the Penola Fashions on the Field heat will become the fourth regional Semi-finalist and come up against Bronwyn Clarke (Millicent Cup Semi-finalist), Jen Marsh (Bordertown Cup Semi-finalist) and Leah Habel (Naracoorte Cup Semi-finalist) in the afternoon's decider for their chance to represent the Limestone Coast region on Derby Day.

All entrants will be at the mercy of local fashionista and guest judge, Deb Redman, who's hoping see a strong local turn out with daring looks that incorporate this season's styles and colours.

"I'm hoping there'll be a large local group of contestants who enter – I want to see country girls in the Final on SA Derby Day proving that we can exhibit great style with great resources available to us locally," Deb said.

"I'll be looking for outfits that are racing appropriate - nothing too 'evening'. I would love to see some great shoes or new season boots. Navy and orange are strong in-season colours, but classic black and white as always a winner for the races.

"My last rule of thumb is to keep in mind that it's a country meeting. The outfits should reflect the setting."

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.

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Along with the opportunity to be a part of *Fashion at The Races*, dressing up for this year's Penola Cup will also give racegoers the opportunity to win a great range of prizes from Deb Redman's Penola boutique *Must See Want Have Buy*.

The Regional Finalist will also win a luxury weekend in Adelaide with two nights' accommodation at Oaks Plaza Pier Glenelg plus hospitality for two at Centrebet SA Derby Day thanks to SAJC.

For those less into fashion, the Penola Cup is considered one of the region's best annual social events.

"The Penola Cup is a great day of racing, food and wine, but also a real family day," Penola Racing Club President Tony Gleeson said.

"We normally get a good crowd of people visiting the Limestone Coast region from Adelaide or interstate over Easter. It's a beautiful setting surrounded by vineyards and a fun atmosphere for kids with rides and games – it's a great place to come for the Easter holidays."

Registration for Fashions on the Field will run from 1-2pm with the heat at approx 2.30pm and the Regional Final at 3pm.

Gates to the races open at 11am.

General admission \$12, concession \$8 and children under 18 free.

For more information, visit theracessa.com.au

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