

MEDIA RELEASE



THOROUGHBRED RACING SA

20 April, 2012

Vote for South Australia's best dressed racegoer and win

AdelaideNow and The Races SA have joined forces to put the power – and winning tickets - in the hands of the people in the search for South Australia's most stylish race goer.

For the next 10 days, visitors to AdelaideNow will be able to vote in the *Fashion at The Races* People's Choice competition by selecting the candidate they think should take out the inaugural State Final coming up on Centrebet SA Derby Day (Saturday, May 5 at Morphettville Racecourse).

By doing so, they will enter the draw to win four tickets valued at nearly \$400 to the SAFM Diamond Lounge on Derby Day, where they will have the chance to mingle with celebrities and see both the People's Choice winner and the overall winner crowned.

"We can't wait to see what outfits the Finalists will bring to Derby Day, but we're also really excited to find out who the South Australian public thinks is our best dressed race goer," Thoroughbred Racing SA Industry Marketing Manager Jane Wellington said

"And if you're a fan of racing, you will love this prize. This year's SA Derby Day weekend will be the fashionable highlight of Autumn Carnival and the Diamond Lounge is one of the best places to experience it with a full food and beverage package included."

Fashion at The Races is the state's richest ever racing fashion competition; the winner will drive away in a Volkswagen Polo and the runner-up will receive a \$3,000 Liza Emanuele fashion experience.

So far 14 *Fashion at The Races* finalists have been selected over 25 SA race meetings throughout the year, with the 15th and last Finalist (not eligible for the People's Choice prize) to be decided in a heat on SA Derby Day, followed by the State Final that afternoon.

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.

Celebrations on Centrebet SA Derby Day will include the inaugural *Fashion at The Races* State Final, the Group 1 \$500,000 SA Derby and a range of social events including a Liza Emanuele race wear fashion parade.

To participate in the *Fashion at The Races* People's Choice competition, simply head to adelaidenow.com.au/galleries, click on The Races SA link and follow the prompts.

The winning voter will be drawn randomly and notified by Wednesday, May 2.

THERE'S NOTHING LIKE A DAY AT THE RACES

theracessa.com.au

MEDIA RELEASE



THOROUGHBRED RACING SA

Registrations to compete for the 15th *Fashion at The Races* Finalist spot are open online at theracessa.com.au or on SA Derby Day from 12-1pm at the Tapestry Pavilion, Morphettville Racecourse.

Media enquiries:

Anna Kenneally, Michels Warren

0433 271 700

THERE'S NOTHING LIKE A DAY AT THE RACES

theracessa.com.au