

# MEDIA RELEASE



THOROUGHBRED RACING SA

May 11, 2012

## New fashion season in full swing at Gold Cup

With details of the second season of *Fashion at The Races* now revealed, the competition is expected to draw a large crowd to next week's Scott Group of Companies Mount Gambier Gold Cup (Friday, May 18).

The winner of the Mount Gambier Fashion on the Field competition will progress to next year's *Fashion at The Races* State Final at South Australian Oaks Day, Morphettville Racecourse In April.

In doing so, they will also enter the running to win this season's major prize - a MINI Ray valued at \$29,350 - with a \$3000 wardrobe by new fashion partner, Perri Cutten, awaiting the Runner-Up.

The search for the state's most stylish racegoer officially began last Sunday at the Millicent Cup, but Mount Gambier is expected to step it up a gear as the first automatic qualifying event of the year.

Mount Gambier Fashions on the Field event organiser Wendy Richardson of Redgum Country said fashion had always been one of the main racing attractions in the South East, with at least 80 entrants every year.

"It has been a great tradition around here for people go all out. Fashion is the races now, not only the horses. And if the entrants can then go onto Adelaide and win a car that makes it even more fun.

"This year we're hoping to see racegoers in full attire, including headwear. At the moment furs and colour are really in. Mustard, red and purple are all popular this season."

A range of additional prizes are on offer for Mount Gambier Fashion on the Field winners including hotel accommodation packages by the Crown Metropol in Melbourne and the Baylev Seaside Accommodation. Around \$2000 in prizes from UFS Chemist will be shared between the top twelve.

The winner who progresses to next year's *Fashion at The Races* final will also be treated to two nights' accommodation at Oaks Plaza Pier Glenelg and hospitality for two at Oaks Day thanks to the South Australian Jockey Club.

In total, 15 finalists will be selected over 26 race meetings throughout the year.

Entrants to *Fashion at The Races* must be 18 or over and will be 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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The Scott Group of Companies Mount Gambier Gold Cup Carnival also involves a number of events with tomorrow's Breakfast with the Stars and Cocktail Party helping to kick off festivities. The annual Calcutta is also a major drawcard on Cup Eve, with the Pink Ladies Race Day following the Cup on Sunday 20 May 2012.

For information on hospitality packages and race day activities visit [www.mountgambier racing.com.au](http://www.mountgambier racing.com.au)

### PHOTO/TV OPPORTUNITY

**What:** The South East's best dressed racegoers vie for a spot in the 2012/2013 *Fashion at The Races* State Final and the chance to win a MINI Ray

**When:** Friday, May 18 – the Scott Group of Companies Mount Gambier Gold Cup

**Where:** Allan Scott Glenburnie Racecourse, Mount Gambier

**Time:** Registration from 12pm – 1.30pm; Competition 2pm – 3pm

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