

MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

Last chance to enter new racing media awards

Final entries are now being accepted for Thoroughbred Racing SA's two newest Industry Awards categories - 'Best Story' and 'Best Picture' – with submissions closing on June 30.

TRSA's annual Industry Awards are held each August at the conclusion of the racing season to honour the achievements of the state's top horses, trainers, jockeys and apprentices, with prizes awarded to the industry's finest performers.

The new categories were announced at the conclusion of last season by TRSA Chair Frances Nelson to recognise the importance of the media in showcasing the sport of racing.

Ms Nelson said the new categories would encourage the best racing stories to be told and award quality journalism and photography.

"There are few industries with a sporting and social culture with as much history, depth and influence as racing," Ms Nelson said.

"There are so many great stories to be told and these awards are a way to showcase them.

"They are not just media awards - they are an opportunity to build awareness and celebrate the people, the horses and the moments in time that make racing the unique institution it is today."

The categories will be open to all stories (print, broadcast and electronic media) and images or videos which appeared in the media between August 1, 2011 and June 17, 2012.

The 'story' must be a significant positive story regarding the associated activities, participants and personalities of the thoroughbred racing industry in South Australia.

It must have contributed to improved understanding of the thoroughbred racing industry in South Australia and/or highlighted new, unique or human interest elements of the thoroughbred racing industry in South Australia

'Best picture' is judged on the same criteria but can be only one photograph or video, not a body of work.

The awards will be judged by a panel including former and current journalists and representatives from Thoroughbred Racing SA.

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For a full list of conditions and entry guidelines visit theracessa.com.au.

All entries must be submitted no later than June 30. Shortlisted candidates will be notified and invited to attend the prestigious Industry Awards ceremony and Hall of Fame presentation at Stamford Grand Glenelg on Saturday, 25 August.

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THERE'S NOTHING LIKE A DAY AT THE RACES

theracessa.com.au