

# MEDIA RELEASE



THOROUGHBRED RACING SA

25 June, 2012

## Win big at Port Augusta Cup

Fashion, food and festivities will rule the races this year as crowds from across the Mid North and Spencer Gulf get set to converge on next week's XXXX Gold Port Augusta Cup (Sunday, July 8).

Port Augusta Racing Club's largest event will again host the Flinders Regional Final of *Fashion at The Races* – a year-long, statewide style search featuring SA racing's richest ever fashion prize pool.

This year there will also be something new for those who are more interested in kicking back and catching the action on the track. Racegoers will be able to relax in the comfort of the XXXX Gold Container Bar – where they will also have the opportunity to take part in skills-based games for a chance to win a trip for four to the XXXX Gold Island.

“There's certainly something for everyone at this year's Cup and we're expecting large numbers to pass through the gates,” said Port Augusta Racing Club Secretary and Promotions Officer, Stacey Davidson.

“Guests can anticipate some serious racing, serious outfits and lots of great food and entertainment. Plus, there are some fantastic prizes on offer this year, including the opportunity to win a trip to the XXXX Gold Island – the ultimate destination for a mates' trip away – worth \$10,000.”

As host of the Flinders Regional Final of *Fashion at The Races*, Port Augusta will welcome the heat winner from the Quorn Cup to battle it out against locals for their chance to represent the region at the Fashion at The Races State Final on Schweppes Oaks Day 2013 at Morphettville Racecourse.

The Flinders Regional Finalist will join 14 other Finalists in 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.

“Fashion has always been a big part of Cup day but the introduction of Fashion at The Races, and the opportunity to win a car or a new wardrobe, saw things go up a notch last year,” said Stacey.

“We're expecting a large number of entrants and the judges will be looking for outfits that are appropriate for the country race setting and also reflect the cooler weather.”

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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For those just wanting to enjoy a day out with family and friends, the Port Augusta Cup has a range of hospitality options available for wining and dining, along with children's entertainment and great food options on-course.

General admission to the Port Augusta Cup costs \$15 for adults, \$10 concession, children under 15 enter free. Gates open at 11am.

For more information and bookings phone 8642 2891 or visit [www.paracing.org.au](http://www.paracing.org.au)

For more information about Fashion at The Races, visit [www.theracessa.com.au](http://www.theracessa.com.au)

Fans can follow the progress of their favourite finalists and check out the other competition at [www.facebook.com/TheRacesSA](https://www.facebook.com/TheRacesSA)

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