

MEDIA RELEASE



THOROUGHBRED RACING SA

January 2013

Fashion and a touch of Black Caviar comes to the Ceduna Cup

With the second season of *Fashion at The Races* now well underway, the competition is expected to draw a large crowd to next weekend's **Ceduna Foreshore Hotel Ceduna Cup (Saturday, January 19)**.

The Ceduna Cup Fashion on the Field is a heat in the 2012/2013 *Fashion at The Races* competition – a year-long, state-wide style search featuring South Australian racing's richest ever fashion prize pool – and Thoroughbred Racing SA is calling on country racegoers to bring their fashion A-game to the event.

This year's Ceduna Cup Carnival is kicking off on Friday, January 18 at the Ceduna Foreshore Hotel with the Calcutta and Sportspersons evening. The event will be attended by Bryan Martin and John Letts – two of Australia's most entertaining racing identities.

"We're excited to have Bryan and John visiting to help with this year's Cup celebrations. Bryan will be bringing a touch of Black Caviar with him in the form of photographs from the record breaking win in Adelaide and a signed race book from Ascot – both of which will be auctioned at the Calcutta," said Ceduna Racing Club President Bruce Zippel.

"There's certainly something for everyone at this year's Cup and we're looking forward to a great event with quality racing, fashion and entertainment."

The Ceduna Foreshore Hotel Ceduna Cup kicks off the West Coast *Fashion at The Races* season followed by Lock Cup (February 17), Port Lincoln Cup (March 1 – automatic qualifier), Kimba Cup (March 17), Streaky Bay Cup (March 23) and Penong Cup (April 6).

The winners from Ceduna, Lock, Kimba, Streaky Bay and Penong will go head to head in a 'virtual final' in April to determine who will go on to represent West Coast in the State Final on Schweppes Oaks Day at Morphettville Racecourse, Adelaide. The finalists will go into 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.

On the day, a range of additional prizes are on offer for Ceduna Cup Fashion on the Field winners.

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.

MEDIA RELEASE



THOROUGHBRED RACING SA

For those just wanting to enjoy a day out with family and friends, the Ceduna Foreshore Hotel Ceduna Cup has a range of hospitality options available for wining and dining, along with children's entertainment and great food options on-course. Gates open at 11am.

For race day marquee bookings and event information, contact Samantha Wilkins on 8625 2180 or 0428 787 991.

Bookings for the Calcutta and Sportspersons evening can be made direct with the Ceduna Foreshore Hotel on 8625 2008.

PHOTO/TV OPPORTUNITY

What: The West Coast's best-dressed vie for a spot in the 2012/2013 *Fashion at The Races* final and the chance to win a MINI Ray

When: Saturday, January 19 – the Ceduna Foreshore Hotel Ceduna Cup

Where: Ceduna Racecourse

Fans can follow the progress of their favourite finalists and check out the other competition at www.facebook.com/TheRacesSA

For further information visit www.theracessa.com.au or www.racingceduna.com.au

Media enquiries:

Natasha Wade, Michels Warren
0419 819 306