

MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

FRIDAY FEBRUARY 1ST 2013

The Races TV Goes LIVE!



Racing is – by its very nature – a fast-paced, vivid and colourful sport. The thunder of hooves, the clink of glassware and the swish of the latest glamorous race wear adds to a sensual feast for the eyes and ears.

And that's why Thoroughbred Racing SA has launched **The Races TV**, which goes live today (Friday 1st February 2013).

Every Friday *The Races TV* will produce a short five minute episode featuring an exciting line up of local South Australian racing covering the latest horse racing news, the inside word from trainers, hot tips for the weekend and the best of SA's racing calendar.

The show will be hosted by Terry McAuliffe, who is South Australia's leading race caller and one of the pre-eminent racing experts in Australia. Working on television and radio, Terry recently commentated at the 2012 London Olympic Games.

"*The Races TV* will take the fantastic sport of racing to people every week in a way they can easily relate to," said Jim Watters, Thoroughbred Racing SA CEO.

"Viewers will get the latest tips and interviews with the people who make racing tick in South Australia, plus there'll be plenty of information in a format that's entertaining and easily accessed from your computer, tablet or smartphone.

"South Australia's racing participants have been very successful interstate as well as at home, and this will further highlight those achievements.

THERE'S NOTHING LIKE A DAY AT THE RACES

theracessa.com.au

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“We’re excited about the concept as it represents another way in which Thoroughbred Racing SA is helping bring racing to a new and growing audience.”

Each week *The Races TV* will be featured on Thoroughbred Racing SA’s website (www.theracessa.com.au) and on The Races [YouTube channel](#) and subscribers can also sign up to receive the episodes each week by email.

To view the first instalment of *The Races TV*, click [here](#).

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