

MEDIA RELEASE



THOROUGHBRED RACING SA

25 March 2013

Family and fashion combine for Easter in Penola

It won't just be the horses bolting for the finish line at the Katnook Estate Penola Cup on Easter Sunday.

Fashion at The Races finalists from Millicent, Bordertown, Naracoorte and Penola will be eyeing off the finishing post as one lucky winner is chosen to represent the region in the state finals, while local children will test their skill and get into the Easter spirit with running races on the track.

The Races SA Marketing Manager Jane Wellington said family and fashion would combine to create a unique, relaxing and entertaining day out at the races over Easter.

"Easter race meetings across the state are all renewing their focus on family at the same time as encouraging people to get more dressed up and involved in fashion on the day – it's all part of enjoying the Easter long weekend," she said.

"While there will be plenty of excitement for the kids, the Fashion at The Races Limestone Coast Regional Final will give racegoers plenty to look at.

"It's well known that the Limestone Coast region is one of the most hotly contested in the fashion stakes so we're looking forward to an extremely competitive field."

Penola's best dressed racegoer will win two nights accommodation at Chardonnay Lodge, a \$200 dinner voucher from Upstairs at Hollick and a \$200 voucher from local boutique Must See Want Have Buy.

And the kids will be looked after on the day, with bucket loads of chocolate eggs up for grabs in the annual children's running race down the home straight.

"We're expecting a huge day this year with around 1500 to 2000 people at the track – hopefully ready to enjoy some nice weather," Penola Racing Club President Tony Gleeson said.

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“The focus this year is truly on families – there’ll be a jumping castle, face painters, Easter egg run and the regional Fashions on the Field final – so everyone can get involved.”

Tickets are \$15 for adults and \$10 for concession, with gates opening at 11am.

To enter the Fashion at The Races Penola Heat visit www.fashionattheraces.com.au to pre-register.

For further event information visit www.theracessa.com.au.

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