

# MEDIA RELEASE



THOROUGHbred RACING SA

29 April 2013

## Rikki-Lee Hull wins coveted racing fashion title



Rikki-Lee Hull has been recognised as South Australia's most stylish racegoer, taking out the coveted *Fashion at The Races* title at Schweppes Oaks Day at Morphettville Racecourse on Saturday (April 27).

Up against 14 other finalists, Rikki-Lee's outfit proved a favourite with the judges – making her the second overall winner of the competition and earning her the keys to the major prize – a MINI Ray valued at \$29,350.

The 15 finalists were selected at local Fashions at The Races competitions held at race meetings across the state during the past year.

Originally from the West Coast but now living in Victoria, Rikki-Lee was selected to represent Port Lincoln Racing Club.

Runner up was Brooke Walter, representing Strathalbyn Racing Club, who walked away with a \$3,000 wardrobe by fashion partner, Perri Cutten.

Thoroughbred Racing SA Marketing Manager Jane Wellington, who was a judge on the day, said Rikki-Lee was a deserving winner.

"We've been overwhelmed by the number of entrants and impressed with the great range of outfits and hats we've seen throughout the Fashion at The Races season – and Saturday's final was no exception," Jane said.

"It was extremely close between all of the finalists but Rikki-Lee's outfit had originality and style. It was appropriate for attending the races in the autumn weather and it also had a touch of individuality."

Also recognised was Gawler Finalist Elle Missen, whose qualifying outfit won her the People's Choice award following an online voting poll in the two weeks prior to Schweppes Oaks Day.

For those wanting to take part, the 2013/2014 Fashion at The Races season will begin this weekend (May 4) at the Centrebet SA Derby Day at Morphettville Racecourse.

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The major prizes for the upcoming season have just been announced, with the overall winner receiving a luxury fashion holiday to Paris, France, including airfares, return transfers, 5 nights accommodation in a 5 star hotel, fashion tours and more.

Entrants to Fashion at The Races must be 18 or over and are 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.

For further information visit [www.theracessa.com.au](http://www.theracessa.com.au)

Fans can follow their favourite *Fashion at The Races* finalists and check out the competition at [www.facebook.com/TheRacesSA](https://www.facebook.com/TheRacesSA)

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