

MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

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Top industry storytellers to be recognised at racing media awards

Entries are now open for Thoroughbred Racing SA's Industry Awards media categories, recognising talented journalists and photographers whose work has captured the true essence of racing.

The annual awards are held at the end of each racing season to honour the achievements of the State's top horses, trainers, jockeys, apprentices and associates and will this year take place on Saturday, September 3, at Morphettville Racecourse.

Media categories for *Best Story* and *Best Picture* were first awarded in 2012 in recognition of the enduring power of stories and images and the importance of showcasing the sport of racing in South Australia.

The categories will be open to all stories (print, broadcast and electronic media) and images or videos which appeared in the media between August 1, 2015 and July 31, 2016.

Best Story entries must be a significant positive story regarding the associated activities, participants and personalities of the thoroughbred racing industry in South Australia.

It must have contributed to improved understanding of the State's thoroughbred racing industry and/or highlighted new, unique or human interest elements of the industry.

Best Picture is judged on the same criteria but can be only one photograph or video, not a body of work.

The awards will be judged by a panel including a former journalist and representatives from Thoroughbred Racing SA.

In 2015, the *Best Story* accolade was awarded to Lincoln Moore from *The Advertiser*, while the *Best Picture* award went to Terry Hann.

All entries must be submitted no later than July 31, 2016. Shortlisted candidates will be notified and invited to attend the prestigious Industry Awards ceremony.

For a full list of conditions and entry guidelines visit theracessa.com.au

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