

Media Release

FOR IMMEDIATE RELEASE

THURSDAY JUNE 26TH 2008

OAKBANK GETS THE EARLY JUMP

Oakbank Racecourse – home to the biggest Picnic Race Meeting in the world – is to get a third day of racing.

Thoroughbred Racing SA (TRSA), the premier body for horseracing in South Australia, has announced that Oakbank will host a day of racing on Saturday March 14th 2009 as a prelude to the Easter jumps carnival (Saturday April 11th and Monday April 13th).

The meeting marks the first time the Oakbank Racing Club will hold a third day of racing since the first Great Eastern Steeple was held in 1876.

TRSA Chief Executive Ian Hart said the day would launch the jumps racing season in SA for 2009.

“The Oakbank Easter Carnival is an icon event in our racing calendar and attracts around 100,000 people over the two days,” Mr Hart said.

“We believe having a meeting in mid-March just after the Adelaide Cup will prove popular and will further accentuate our 2009 Autumn racing carnival.”

The meeting, which will carry standard metropolitan prizemoney, is expected to attract a crowd of up to five thousand.

Oakbank Racing Club Chairman John Glatz said the meeting represented “an exciting opportunity”.

“At this stage, the event is a one-off for 2009 but we’d like to think it could quickly become successful enough to become a permanent fixture on the calendar,” Mr Glatz said.

“Getting people to sample the Oakbank brand earlier in the year gives us the chance to further promote the awareness of the Easter Carnival. We will be leveraging our successful ‘ant’ marketing campaign to help get that message across.”

This year’s Oakbank Easter Carnival attracted approximately 42,000 on Easter Saturday with an estimated 60,000 attending on Easter Monday.

It's playtime trackside.



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Thoroughbred Racing SA (TRSA) is the premier body for horseracing in South Australia, representing the interests of all metropolitan, regional and country clubs around the State. TRSA is the umbrella body for the South Australian Racing Clubs Council (SARCC), which represents the 25 regional and country clubs, and the South Australian Jockey Club (SAJC), which runs metropolitan Adelaide races.

Media enquiries:

Phil Martin, Michels Warren
08 8267 6888 or 0418 817 876

Media interviews:

Ian Hart, Chief Executive TRSA
08 8179 9877 or 0414 431 107

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