

MEDIA RELEASE



THOROUGHBRED RACING SA

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Win big at Millicent Cup

Overseas holidays, jewellery, clothing and more prize money than ever before are among the sweeteners tipped to pull a record crowd to this year's Scott Group of Companies Millicent Cup (Sunday, May 6 at Penola Racecourse).

Now officially the richest country race meeting in South Australia with the \$15,000 Trans Australian Livestock Millicent Flying, the Scott Group of Companies \$30,000 Millicent Cup and \$9000 up for grabs on all other races, the 2012 event is expected to attract the attention of punters around the country.

"We're expecting upwards of 1500 to 2000 people. The event has been well supported in past years and we're expecting the same or better this year, especially with the prize money offered," Millicent Racing Club President Peter Burdon said.

"Our Cup is a 2100m race in the lead up to 2400m Mount Gambier Gold Cup in two weeks, so we anticipate a high quality field of horses coming from all over."

Activities off the track will be equally exciting. The Millicent Cup is the first heat event in the 2012/2013 *Fashion at The Races* season.

The winner of the Argyle Travel Millicent Cup Fashions on the Field competition will progress to the Limestone Coast *Fashion at The Races Regional Final* in March 2013 for their chance to represent the region at next year's Oaks Day State Final in Adelaide.

The best dressed racegoers to Millicent, including separate awards for best dressed male and female, will also share in \$5000 worth of prizes thanks to Argyle Travel. This includes two return flights from Australia to Bangkok to the maximum value of \$1000 per person, two twin share packages for the three-day Bangkok Stopover with Intrepid Travel, and a deluxe night in Adelaide thanks to the Arkaba Hotel.

A couple's fashion prize will also be awarded with men's and women's clothing vouchers as well as a magnum of champagne by DiGiorgio Family Wines to share.

Fashions on the Field event organiser Helen Varcoe expects the competition to be fierce.

"The event is being promoted on Facebook and word is getting around quickly. We are expecting a large number of entrants this year because of the prizing and growing popularity of racing fashion," she said.

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“We have two female judges and one male who are all very switched on to racing and fashion trends. It’s going to be cold so I think some creative winter outfits could really impress them. Faux furs are in this year.”

For those who prefer the social aspects of racing, a Pin & Win Competition will be run for the first time. Racegoers will be able to purchase a \$10 commemorative Millicent Cup lapel pin on the day for the chance to win \$1,000 worth of jewellery from Stirling Jewellers.

Guests to the Millicent Cup will also have a range of events and packages available to them including the traditional Calcutta at the Grand Hotel on Friday, May 4.

Cup Day will feature the President’s Luncheon, free marquees including live music for those who get in fast, a Punters Club for those wanting to have a bet but want someone else to do the work, and children’s entertainment.

“The Millicent Cup is a big community event. It basically uproots the town of Millicent and takes it to Penola Racecourse, with lots of others travelling from Mount Gambier, Naracoorte and elsewhere to be part of it,” Mr Burdon said.

Gates open 10am.

General admission cost \$15, concession \$10.

Hospitality packages, including the President's Luncheon, can be booked by visiting:

http://www.theracessa.com.au/clubs/millicent/events/2012-05-06/scott_group_of_companies_millicent_cup

For more information, visit theracessa.com.au

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