



MEDIA RELEASE
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Christmas at the Races wraps up major award

The people have spoken: Christmas at the Races is the country's best way to celebrate the festive season.

Christmas at the Races, a unique and innovative partnership between the New Zealand Racing Board and participating racing clubs, has been named the country's best nationwide Christmas celebration at the 2011 People's Choice Awards.

The partnership sees the NZ Racing Board assisting clubs to stage festive celebrations on-course at selected thoroughbred and harness summer race meetings the length and breadth of the country, from metropolitan hotspots to quintessential country meetings.

NZ Racing Board On-course Marketing and Events Manager Janice Hill said the People's Choice Award reflected Kiwis' strong interest in summer racing and was testament to the benefit of co-operation between clubs and the NZ Racing Board.

"It's very much a partnership that benefits everyone involved – the clubs attract bigger crowds and more people get to come together in a festive environment to experience the thrill and atmosphere of racing.

"Christmas at the Races is gaining in popularity every year and this award is proof that people really enjoy it."

About the Golden Koru people's Choice Awards: The Golden Koru People's Choice Awards are voted by the New Zealand public and relate directly to the quality of products and services that companies are offering across New Zealand. A People's Choice Award shows to prospective customers that by using selected companies they can expect to receive the highest level of service and commitment.

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