



**MEDIA RELEASE**  
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## **Kiwi racing beams into UK and Ireland**

New Zealand racing's global outreach continues with the New Zealand Racing Board's partnership with Tabcorp-owned Sky Racing World seeing Kiwi thoroughbred racing being broadcast into 14 million households in the United Kingdom and Ireland.

The deal to broadcast New Zealand and Australian thoroughbred racing into the UK and Ireland is part a landmark partnership between Sky Racing World and UK/Ireland racing channel At The Races.

NZ Racing Board Chairman Michael Stiasny said the deal would boost international exposure and benefits for the New Zealand thoroughbred racing industry.

"It's a clear reflection of the quality of our product and the rapidly growing international interest in it.

"The broadcast of New Zealand and Australian racing into 14 million households in the United Kingdom and Ireland means Australasian racing now ranks among the most widely distributed racing products in the world."

The Tabcorp-Sky Racing partnership, brokered four years ago, has taken New Zealand and Australian racing to more than 30 countries including Singapore, the United States, the United Kingdom, Canada, Ireland, Sri Lanka, South Africa and Hong Kong.

"This represents a significant strategic opportunity to promote the New Zealand thoroughbred racing and to maximise benefits to the industry," said Mr Stiasny.

"Racing and wagering is a global industry and this partnership has allowed us to take our excellent local product to the world."

**ENDS**

*For further information please contact:*

**John Mitchell**  
Communications

**NEW ZEALAND RACING BOARD**

106-110 Jackson Street, Petone 5012, PO Box 38899, Wellington Mail Centre 5045, New Zealand

**mobile** +64 (0)27 294 0736

**direct** +64 (0)4 576 6901

**email** [john.mitchell@nzracingboard.co.nz](mailto:john.mitchell@nzracingboard.co.nz)

**web** [www.nzracingboard.co.nz](http://www.nzracingboard.co.nz) · [www.tab.co.nz](http://www.tab.co.nz) · [www.trackside.co.nz](http://www.trackside.co.nz) · [www.theraces.co.nz](http://www.theraces.co.nz)