



MEDIA RELEASE
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Singapore deal to raise profile of New Zealand racing

The regular broadcast of New Zealand racing in Singapore will greatly enhance the profile of the industry in a major market, says New Zealand Racing Board Chairman Michael Stiasny.

An agreement between the NZ Racing Board, Tabcorp-owned Sky Racing and the Singapore Turf Club will see regular New Zealand racing broadcast in Singapore, starting with the Makfi Challenge Stakes from Hastings on August 27.

Mr Stiasny said the agreement would deliver significant exposure for the New Zealand racing industry.

"Singapore is recognised as a major market for New Zealand racing, particularly for the bloodstock industry.

"There is already a large number of New Zealand-bred thoroughbreds racing in Singapore, as well as a number of Kiwi trainers working there.

"The broadcast of regular New Zealand racing in Singapore will result in greater export business opportunities for our domestic industry."

Previously, only a small number of New Zealand races were broadcast in Singapore and without any regularity.

The new agreement between the NZ Racing Board, Sky Racing and the Singapore Turf Club will see several races broadcast in Singapore every Saturday through to the end of the year.

"We anticipate this regular broadcast to continue once schedules for next year have been finalised," said NZ Racing Board General Manager Wagering, Racing and Sport Martin Saunders.

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