



*Media release
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TAURANGA KICKS OFF CHRISTMAS AT THE RACES SERIES

More than 5,000 racegoers chose to celebrate the festive season in true Kiwi style at the first of the New Zealand Racing Board-led Christmas at the Races events in Tauranga over the weekend.

For the first time in the November meeting's history, on-course tote turnover exceeded \$320,000. This was 15% higher than the previous record for the November meeting.

New Zealand Racing Board On-Course Marketing & Events Manager, Janice Hill, said "with more than 1,200 Christmas at the Races hospitality packages pre-sold, every available room and marquee was used to host the 'World's Largest Office Christmas Party'. Added to which the public areas were full.

"Racegoers attending the event as part of the club's hospitality package enjoyed traditional Kiwi Christmas fare with live music and family-friendly entertainment throughout the day."

TRAC Racing Tauranga is the first of 16 clubs throughout New Zealand to host a Christmas at the Races event. Run as a franchise by the New Zealand Racing Board, Christmas at the Races targets the raceday hospitality market for pre-Christmas parties.

TRAC Sponsorship & Promotions Manager, Don Paterson, said "we have been overwhelmed by the appetite for our Christmas at the Races hospitality packages - it's a terrific way to celebrate the festive season.

"Having the right tools and impetus at our disposal has enabled us to take our events to a new level and we're looking forward to hosting another sell out Christmas at the Races event on Friday 14 December."

To find out more about Christmas at the Races events visit www.theraces.co.nz.

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