



Arabian showcase fixture returns to Newbury

The Dubai International Arabian Races, an innovative world programme of Arabian horseracing events, visits Newbury Racecourse on Sunday 10 August when gates open at 12 noon. The UK races in the programme are promoted in conjunction with the Arabian Racing Organisation (ARO), which shares the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, with the Dubai International Arabian Races.

Widely regarded as the 'Champions Day' of Arabian racing with a card that includes three Group 1 races attracting runners from across Europe, the meeting boasts free admission and a host of family attractions, free prize draws and giveaways throughout the day.

"A Celebration of the Arabian horse in Art" curated by the Society of Equestrian Artists will be on show throughout the day in Pavilions next to the Pre-Parade Ring, whilst Henna artistes will be on hand to demonstrate their skills and will be joined by face painters and a roaming magician to keep younger racegoers entertained in between races, the first of which is scheduled to be run at 1.50 p.m.

TV personality Derek Thompson will be presiding over activities in the winner's enclosure which will include a Best Children's Hat competition for younger racegoers who can win a brand new iPad, a Best Dressed Lady Competition with prizes of exquisite jewellery from exclusive UAE designers and - brand new this year - a 'selfie' competition offering an iPad to the winner.

In the day's finale one lucky racegoer will be presented with the keys to a brand new Suzuki Alto car worth approximately £8,500 in the free-to-enter Mega Draw which will take place in the winner's enclosure after the last race at 6.05 p.m.



Action on the track is guaranteed to be first class when some of Europe's best known and most successful Pure Bred Arabians will compete for prize money totalling £158,000. The eight races are headed by the £50,000 Group 1 Shadwell Stud Dubai International Stakes. Joining H.H. Sheikh Hamdan's hugely successful breeding operation in support of the Group 1 races is Jebel Ali Racecourse, Dubai's 'family' racing venue.

NAIP, who sponsor the concluding National Academy of Indian Payroll Handicap Stakes have extended their support of the event this year and will present a cash prize of £200 to the groom responsible for the Best Turned Out horse in each race.

H.E. Mirza Al Sayegh, Director of the Office of H.H. Sheikh Hamdan bin Rashid Al Maktoum said, "We are delighted to be returning to Newbury once again to stage this prestigious event. It is a fantastic way to introduce people to the sport of racing and Arabian racing and we hope the entertainment and free admission will encourage families to attend."

Julian Thick, Chief Executive Officer of Newbury Racecourse said, "Our sincere thanks go to His Highness Sheikh Hamdan for staging this important fixture at Newbury and we look forward to welcoming His Highness, the sponsors, their guests and an enthusiastic crowd for one of our summer racing highlights."

ENDS

For further information or to enquire about press accreditation, please contact:

Philip Brannan, Sportsguide Limited +44 (0) 1189 341 280

philip@sportsguidelimited.com

For further information about the event please visit one of the following:

www.diaraces.com

Facebook – DIARaces

Twitter - @DIA_Races

Competitions and promotions

Free admission and free gifts

Admission is free for all. Gates open at 12pm on Sunday and those arriving early will receive a voucher which can be exchanged for a 'goodie bag' throughout the afternoon. Henna artistes will be based in the Pavilions adjacent to the pre-parade ring where racegoers can have traditional Arabic designs applied free of charge. Renowned magician Marc Oberon will be wowing racegoers with his illusions and magic throughout the day and young racegoers can also enjoy bouncy castles and face painters free of charge.

A Celebration of the Arabian horse in Art

The organising committee of Dubai International Arabian Races is delighted to announce that the exhibition "A Celebration of the Arabian horse in Art" curated by the Society of Equestrian Artists will be in show throughout the day in Pavilions next to the Pre-Parade Ring. The exhibition was originally shown at the National Horse Racing Museum (Newmarket) in July 2013 and due to its success, the decision was taken to re-show the works at Europe's premier day of Arabian racing at Newbury on 10th August. The exhibition will include works from members of the Society of Equestrian Artists and will feature new work previously un-seen in addition to the core pieces. It will include paintings, drawings, original print, sculpture and also some giclee (reproduction) prints.

Some of the artists will be available on the day to speak to racegoers about their work and that of the Society. For more information about the Society of Equestrian Artists, please visit: www.equestrianartists.co.uk

Win a trip to Dubai

Rotana, who were voted the Middle East's leading hotel brand at this year's World Travel Awards, has partnered once again with Emirates Airline to offer racegoers the chance to win one of four trips to Dubai.



Prize draws will take place throughout the afternoon and the winners will receive vouchers to be exchanged for London to Dubai return Economy Class flights with Emirates, who affirmed their position in the international airline industry finishing in the top five of the 'World's Best Airline' at the 2014 World Airline Awards. Once in Dubai they will be treated to five nights stay at either Al Bustan Rotana Dubai or Al Murooj Rotana Dubai, both Five-Star properties located in the heart of the emirate.

Best Dressed Lady and Best Children's Hat

Ladies are invited to dress up to the nines as once again, Dubai International Arabian Races will be holding their popular Best Dressed Lady Competition during the afternoon. Dress to impress and showcase your glamorous style as exquisite pearl jewellery will be presented to the winner and two runners-up which will be judged in the Winners' Enclosure after the fourth race.



Home-made headgear is the order of the day for younger racegoers. Children are invited to get creative and design a hat that reflects the excitement of a family day out at our prestigious Arabian fixture. The winning boy and winning girl will each be awarded a brand new iPad in the Best Children's Hat Competition with runners-up prizes in each category.

Win a brand new car!

A brand new Suzuki Alto SZ3 worth £8,500 is the prize in the free-to-enter Mega Draw. More than 50,000 free entry forms have been delivered to households in Berkshire, Hampshire, Surrey and Wiltshire and more will be available on the day but entries must be posted in the competition boxes in person before the last race guaranteeing that the winner will be among the raceday crowd.

Entrants must be aged 18 or over and be present to claim the prize when the draw for the stunning eco-friendly city car, supplied by Suzuki Maidenhead, is made in the Winner's Enclosure after the last race of the day at 6:15pm.

#Selfie Competition!

Get selfie creative at the races!

We want to see you enjoying your day and what better way than by taking a 'selfie'?!

For your chance to win a brand new iPad, simply take a selfie on the raceday which represents the atmosphere of the Dubai International Arabian Races at Newbury and tweet it to us @DIA_Races along with #DIARselfie to enter your photo.



Arabian Rainbow Competition - community art project

Arabian Rainbow is an exciting art project for primary schools. Promoted in conjunction with the Dubai International Arabian Races at Newbury Racecourse, the competition challenges youngsters to create and apply an original design inspired by the event using acrylic paints and lots of imagination.

At almost 2.3m in length and standing more than 2m high, the models provide plenty of scope for pupils and teachers to explore a wide variety of subjects including language, geography, sport and culture in their designs.

Since its introduction in 2009 the project has contributed almost £50,000 to supporting the education of children in West Berkshire. This year the near life-sized horse sculptures have been delivered to 14 schools in the region for pupils to paint with their own designs.

The finished sculptures will be displayed at The Racecourse Newbury on the day and the winner and two runners-up, who will receive £2,000, £1,500 and £1,000 respectively, will be announced by His Highness Sheikh Hamdan.

Sponsors and supporters

Some of the Gulf region's most influential organisations join Shadwell in their support of the Dubai International Arabian Races.

Emirates Airline has been a generous contributor to the event since 2003. In addition to sponsoring the first race on the programme – The Emirates Airline Premier Handicap Stakes – the multi-award winning airline has supported the prize draws and competitions with complimentary flights which have become an integral part of the promotion of the event.

Winner of twelve awards at this year's Annual World Travel Awards including Middle East's Leading Hotel Brand for the eighth consecutive year, **Rotana** began supporting the Dubai International Arabian Race Day in 2011 and extended their involvement to include race sponsorship for the first time last year.

Emirates NBD, the leading banking group in the region whose global network includes offices in London's Knightsbridge, has included the Dubai International Arabian Races in its sponsorship portfolio for many years and supports the third race on the programme, the Private Banking from Emirates NBD International Stakes.

Jebel Ali Racecourse in Dubai, where racing has been staged under the patronage of His Highness Sheikh Ahmed bin Rashid Al Maktoum, Deputy Chairman of Dubai Police & Public Security, since the early 1990s and which is renowned for its garden party atmosphere is for the second year backing the first in a trio of consecutive Group 1 races on the card, the Jebel Ali Racecourse Zaabeel International Stakes. Jebel Ali Racecourse has announced that it will provide gifts for the first 2,500 racegoers to arrive.

Dignitaries from the **Emirates Equestrian Federation**, which was founded in 1992 under the Chairmanship of His Excellency Dr. Sheikh Sultan bin Khalifa bin Zayed Al Nayhan, Advisor to the H.H. the President of UAE, will be welcomed to The Racecourse Newbury once again to present the trophies for the penultimate race of the day, the Group 2 Emirates Equestrian Federation International Stakes.

NAIP (The National Academy of Indian Payroll) became the first Indian Organisation to participate in this International event in 2012 and name the final race of the day – the National Academy of Indian Payroll Handicap Stakes. They have generously agreed to extend their support this year by sponsoring the Best Turned Out Horse Awards and will present £200 to the groom responsible for the horse judged to be the best turned out in each race.



DUBAI INTERNATIONAL ARABIAN RACEDAY

The Racecourse Newbury – Sunday, 10 August 2014

<u>Time</u>	<u>Races</u>	<u>Value</u>
12:00pm	Gates open	
1:50pm	Emirates Airline Premier Handicap Stakes 1m for Four-year-olds and upwards rated 50 – 90	GBP 12,000
2:25pm	Rotana Hotels & Resorts Premier Handicap Stakes 1m 5f for four-year-olds and upwards rated 0 – 115	GBP 10,000
3:05pm	Emirates NBD International Stakes 1m 2f for four-year-olds and upwards (non-Group winners)	GBP 10,000
3:40pm	Jebel Ali Racecourse Zabeel International Stakes (Group 1 PA) 6f for four-year-olds and upwards	GBP 25,000
4:20pm	Shadwell Arabian Stallions Hatta International Stakes (Group 1 PA) 1m 2f for four-year-olds and upwards, mares & fillies only	GBP 25,000
4:55pm	Shadwell Stud Dubai International Stakes (Group 1 PA) 1m 2f for four-year-olds and upwards	GBP 50,000
5:30pm	Emirates Equestrian Federation International Stakes (Group 2 PA) 7f for three-year-olds only	GBP 20,000
6:05pm	National Academy of Indian Payroll Handicap Stakes 7f for four-year-olds and upwards rated 35 – 75	GBP 6,000
TOTAL PRIZE MONEY		GBP 158,000

In addition to the prize money offer, NAIP will present a cash prize of GBP 200 to the stable of the horse adjudged to be the best turned out horse in each race.