



For immediate release

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Ladies' world championship launched

Svensk Galopp today announced a major new event scheduled to take place at Bro Park, Europe's newest racecourse, on Tuesday, 4 July.

The inaugural Lady Jockeys' Thoroughbred World Championship presented by Chess Racing will see ten of the world's leading female riders, handpicked for their talent in the saddle and international profile, compete in a one-day championship staged over five competitive handicaps as part of a seven-race programme.

Designed to promote Scandinavian racing and expand international opportunities for professional female riders, the event has received the backing of leading Swedish owner and breeder Benny Andersson. The former ABBA star saw his Chess Racing colours carried to victory by the Jessica Long-trained Ray, who won the first race when Bro Park officially opened its gates for the first time in June last year.

Svensk Galopp's Head of Racing, Dennis Madsen said, "We are very excited about staging this event which was inspired by the success of the ladies' races we held on the opening day at Bro Park which produced some fantastic competition.

"We will be hoping some of the riders who took part on that day will be returning for the Lady Jockeys' Thoroughbred World Championship including Canada's Chantal Sutherland and Ireland's Ana O'Brien, who were among the winners last time, together with Josephine Gordon from the UK and Danielle Johnson from New Zealand."

"The remaining two races on the card will be dedicated to female riders and we hope racegoers will embrace the ladies' day theme.'

The day will be presented by international racing presenter, Derek Thompson, who was instrumental in securing Chess Racing's support. He said, "Benny is a great supporter of racing in Scandinavia and around the world and really enjoyed the ladies' races last year. When we asked him to help us build on the concept and create a major new international event, he was keen to be involved.'

Commercial opportunities

Svensk Galopp has created a number opportunities for commercial organisations to become involved with the event over the next three years including race sponsorship, sponsorship of individual riders and a range of exciting partnerships.

“The Lady Jockeys’ Thoroughbred World Championship will be extensively promoted in Europe and throughout the world,” adds Madsen. “It will present businesses and consumer brands with the chance to enjoy the social aspects of this unique event and reach markets and audiences which stretch far beyond the domestic racing community.”

The announcement, which can be viewed at <https://www.youtube.com/watch?v=XzUmrJsXNYU>, was made on Goffs TV, live at the Goffs UK Breeze up sale at Doncaster where the entire catalogue on Wednesday, 12 April will be automatically eligible for the 2018 Swedish Derby & Oaks series which boasts total prize money of SEK 9.4 million (approx. €990,000).

ENDS.

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