



For immediate release
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Dubai International Arabian Races announce new-look International Journalists Awards

The Dubai International Arabian Races, under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, aims to promote and develop the sport of Arabian horse racing through a comprehensive programme of Arabian race sponsorship with a European focus.

Alongside the racing, the DIAR programme introduced Journalists Awards in 2009 to provide an avenue for further promotion of the sport through the media. As the programme has grown in its scope and the number of countries it includes, so too has the international coverage the races receive. In order to reflect and acknowledge the contribution of the international media, the DIAR Journalists Awards for 2016 have a new look.

Abdulla Al Ansari, leader of the DIAR Journalists Awards Judging panel explained, "DIAR has grown and continues to develop as an internationally recognised programme for the development and promotion of Arabian horses and Arabian horse racing. With that in mind, we made the decision to expand the Journalists Awards to encompass the international nature of the DIAR programme.

"The categories are much simpler and open to all international journalists who will be judged on their writing skills and their continued commitment to writing about Arabian racing and the DIAR programme. We have worked closely with the Horserace Writers and Photographers Association to bring this competition right up to date and we encourage entries from all aspects of the media.

"In addition to the winning prize in each category, we are preparing a very special grand prize for the overall winner – the details of this will be revealed at the Dubai International Arabian Races press conference at Newbury Racecourse on Thursday, 21st July."

The new categories are:

Print Media:

A feature article which best reflects DIAR's feature day at Newbury on Sunday, 24th July 2016 and its contribution to the development and promotion of Arabian racing.

Open to international journalists who write for traditional print media or on-line publications.

Photographer of the Year:

The photograph that best represents the DIAR programme.
Image can be from any DIAR sponsored event/race.

Digital Media:

A feature article which best reflects DIAR's feature day at Newbury on Sunday, 24th July 2016, and its contribution to the development and promotion of Arabian racing.
Open to blogs, vlogs, podcasts, YouTube features, TV features etc.

The winner of each category will receive £2,000 in prize money; the 2nd place in each category will receive a prize to the value of £1,000.

The winners of each of these categories will then be put forward for the overall grand prize which will be unveiled at the DIAR press conference on 21st July at Newbury Racecourse.

The finalists will all be invited to a special gala lunch in London in December where the winners will be announced and the prizes presented.

2016 will also see the introduction of the HH Sheikh Hamdan bin Rashid Al Maktoum Award for outstanding contributions/achievements to the world of Arabian horse racing. The winner of this award will be chosen from a pre-selected short list of people, horses and organisations whom the panel feel have contributed the most to the sport of Arabian racing.

Full terms and conditions of the competition are available from Sportsguide and are available to view at www.diaraces.com.

Entries can be sent via email to diar@sportsguidelimited.com or by post to Kris Cannon, Sportsguide Limited, 1 Brooklands Farm, Bottle Lane, Binfield, Berkshire, RG42 5QX to arrive no later than Friday, 26th August.

ENDS

For further information about the Dubai International Arabian Races, please contact Rachael Gowland, Shadwell Estate Company Ltd +44 (0) 1842 755913 / 07736 019914 rgowland@shadwellstud.co.uk

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

Philip Brannan, Sportsguide Limited +44 (0) 1189 341 280 / 07774 964119
philip@sportsguidelimited.com

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

Website - www.diarnewbury.co.uk Facebook – DIARaces Twitter - @DIA_Races