



For immediate release

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New look for media competition

The popular competition designed to recognise the role of the media in the continued success of the Dubai International Arabian Races, returns this year with a brand new look.

Staged under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, the Dubai International Arabian Races at Newbury Racecourse on Sunday, 26 July will provide a rich vein of media content for journalists, photographers, broadcasters and bloggers who can win up to £5,000 in the competition which has a total prize fund this year of £18,500 and includes a charitable donation of £2,000.

Abdulla Al Ansari, the Dubai International Arabian Races Committee's Head of Media said, "The media competition has made a significant contribution towards raising the standard of reporting on Arabian racing in general and has also helped to raise the profile of Arabian Racing's European flagship event.

"The way people receive news and information has changed a lot since the competition was launched in 2009 and we have introduced some new categories this year to reflect that.

'There are so many different aspects to the day, from some of Europe's top Arabian racehorses on the track to the colourfully decorated horse statues painted by local school children in the Arabian Rainbow Competition, and that has prompted us for the first time to include separate categories for sporting and social coverage. We are looking forward to reviewing the entries more than ever this year.'

The biggest prize of £5,000 plus a donation of £2,000 made to the charity of the winner's choice remains in the UK Print Media category and will be presented to the author of the feature article which in the opinion of the judges best reflects the day.

New categories include Best Column published in either a national or regional publication which should be opinion based and reflect a personal view of the event as a whole or a particular aspect of the day. The winner and runner-up will receive £2,500 and £1,000 respectively.

Two further new categories each worth £2,000 to the winner have been introduced to recognise on-line coverage, sporting or social, and may be hosted via a news or sport channel website or even a private blog.

To date the competition has raised £14,000 for a diverse range of charities including the Injured Jockeys Fund, Royal National Lifeboat Institute, the Society of Equine Artists, Thames Valley and Chiltern Air Ambulance and Racing Welfare which was the charity nominated by last year's winner the Racing Post's Nick Godfrey.

Submissions will be considered by a panel of judges chaired by Abdulla Al Ansari and the winners will be announced at a special awards luncheon in London in December when the Dubai International Arabian Races Committee will be announcing the appointment of an event ambassador who will feature in next year's marketing campaign and will be available for media interviews.

Entries can be sent via email to summerfestival@sportsguidelimited.com or by post to Natalie Bance, Sportsguide Limited, 1 Brooklands Farm, Bottle Lane, Binfield, Berkshire, RG42 5QX to arrive no later than Tuesday, 25 August.

ENDS

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 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 about the event please visit one of the following:

Website - www.diaraces.com **Facebook –** DIARaces **Twitter -** @DIA_Races



**DIAR Journalists Competition
Categories and prize money breakdown**

Category Name	Prize Money
Best feature article <i>National publication. Magazine or periodical in excess of 500 words. Plus a charitable donation of GBP 2,000 as nominated by the winner</i>	Prize GBP 5,000
Runner-up	Prize GBP 2,000
Best column <i>National or regional publication. Opinion based and reflect a personal view of the event as a whole or a particular aspect of the day</i>	Prize GBP 2,500
Runner-up	Prize GBP 1,000
Best on-line coverage – sport <i>Domestic or international. May be hosted via a news or sport channel website or private blog but consideration will be given average monthly page impressions.</i>	Prize GBP 2,000
Best on-line coverage – social <i>Domestic or international. May be hosted via a news or sport channel website or private blog but consideration will be given average monthly page impressions.</i>	Prize GBP 2,000
Best published photograph <i>Photograph must be published in UK print media.</i>	Prize GBP 2,000