



For immediate release

27<sup>th</sup> July 2017

## **Prize money increase and more family attractions in store for Europe's biggest Arabian raceday**

Europe's most important day for Purebred Arabians takes place under the Dubai International Arabian Races banner at Newbury Racecourse on Sunday, 30 July with prize money topping £190,000, free admission and a host of activities to entertain the whole family.

Staged under the patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, Sunday's raceday is the flagship event among a series of international events promoted by DIAR.

Prize money for this year's eight races totals £193,000, an increase of £13,000 on 2016 following a similar rise last year, with all four Group races on the programme benefiting. The Group 2 PA Emirates Equestrian Federation International Stakes has received a 20 per cent boost and is now worth £25,000, and the day's featured Group 1 PA Shadwell Dubai International Stakes increased by £3,000 to £58,000.

The Jebel Ali Racecourse Za'abeel International Stakes and the Shadwell Arabian Stallions Hatta International Stakes, both Group 1 PA events, increase from £32,500 to £35,000.

Racing UK, the country's leading satellite horseracing channel, will provide live coverage of the entire card which gets underway with the Emirates Premier Handicap at 2.05pm and all races will be available to view online via the Arabian Racing Organisation's website at [www.aroracing.co.uk](http://www.aroracing.co.uk).

New names joining leading UAE brands in support of the event include Roda Hotels & Resorts, one of the Middle East's newest hotel groups which offers a luxury portfolio of accommodation from hotels & apartments to villas, and the Embassy of the United Arab Emirates.

His Excellency Mirza Al Sayegh, Director of the Office of His Highness Sheikh Hamdan bin Rashid Al Maktoum and Chairman of the DIAR Committee said, "The Dubai International Arabian Races is an important part of Sheikh Hamdan's vision to enable more people to enjoy the sport of Arabian horse racing and with the support of Shadwell to help more countries to develop the sport internationally.

“The international preparation races which have been held in France, Italy, Sweden, The Netherlands and Britain have been a great success and I am sure have contributed to the number of European runners we will see on Sunday.

“Newbury remains the flagship event in the series and we are looking forward to another exceptional day featuring some of the best Arabian racing in the world and, hopefully, many new faces among the racegoers.”

The day will be presented by international racing personality Derek Thompson who will be accompanied in the parade ring by specialist Arabian broadcaster and commentator Gary Capewell, providing a unique insight into some of the world’s highest-rated Arabians from the moment gates open at 12 noon.

### **Big prizes to be won on and off the track**

A brand-new Citroen C1 Touch worth £9,000 is the star among a glittering array of prizes on offer in a series of free-to-enter prize draws and competitions running throughout the day.

All racegoers over the age of 17 will be eligible to enter the draw to win the stunning white example of one of Europe’s most popular small cars and no purchase is necessary. The winner will be chosen at random when the draw is made in the winner’s enclosure after the eighth and final race.

Racegoers registering in advance at [diarnewbury.co.uk](http://diarnewbury.co.uk) for the free admission event will automatically be entered into a prize draw to win one of three fabulous trips to Dubai which will be given away on the day complete with return flights courtesy of the multi-award winning Emirates Airline and five-star accommodation at a Roda Hotels and Resorts property Dubai.

All racegoers will be eligible to win a VIP trip for two to Dubai will be drawn after the day’s feature race, the Group 1 Shadwell Dubai International Stakes. This VIP ‘upgrade’ includes complimentary airport transfers, Business Class flights with Emirates Airline, and accommodation at one of Roda’s luxury hotels in Dubai.

Jebel Ali, Dubai’s ‘family racecourse’, will again be significantly contributing to the promotion of the event and enhancing the raceday experience for racegoers of all ages. Gifts for those arriving early of bright yellow branded baseball caps and tee-shirts have become synonymous with the event and are sought-after souvenirs.

Prize draws offering the chance to win designer watches generously provided by Jebel Ali Racecourse will take place throughout the afternoon beginning after the first of the day’s Group 1 PA contests, the Jebel Ali Racecourse Za’abeel International Stakes.

The lady judged to be the best dressed on the day will be jetting off to enjoy a five-star luxury break in Dubai, the Middle East's most vibrant city, also courtesy of Emirates Airline and Roda Hotels. The winner will receive flight and accommodation vouchers and there are prizes of stunning jewellery for the runners-up.

Rachel Jane, editor of the award-winning lifestyle blog, Muddy Stilettos, will be in charge of whittling the entries down to just eight lucky finalists who will be invited into the Winners Enclosure at 5.30 pm when the winner and runners-up will be announced.

Apple iPads are on offer for the winners of the Children's Hat Competition, one each in the boys and girls categories, plus runners-up prizes designed to inspire creativity.

The Selfie competition continues to increase in popularity and selfies tweeted with the hashtag #DIARday2017 to @DIA\_Races on the day could win a brand new iPad Pro.

### **Educational focus in the Activity Hub**

Well established as one of the highlights of the regions' sporting and social calendars, the Dubai International Arabian Races offers free admission for all racegoers and free gifts for those arriving early; the day boasts a wide variety of entertainment and opportunities for racegoers to engage with Arabian horses and culture.

The Activity Hub adjacent to the horsewalk will be a magnet for younger racegoers where live falcons will be on display and face-painting, Henna Artists and a free art workshop hosted by Liz Armstrong, a member of the Society of Equestrian Artists, will take place throughout the day.

Budding jockeys can also take their turn on the Racing to School Equiciser, a 'mechanical horse' developed to help professional riders improve their style and fitness, under the guidance of former jump jockey Ollie McPhail will be on hand to offer help, advice and encouragement.

The Activity Hub will also play host to pupils from 14 schools in West Berkshire and Hampshire who have taken part in this year's renewal of the Arabian Rainbow competition which, since its introduction in 2009, has awarded around £90,000 to schools in the area.

The competition challenges pupils and teachers to paint near life-sized sculptures of Arabian horses with their own design reflecting Anglo-Arabic culture or art for a first prize of £2,500 to spend on equipment within the school to enhance education. Runners-up prizes of £1,500 and £1,000 will be awarded to the second and third placed schools respectively.

Racing to School will be creating a bespoke introductory session for pupils who have taken part in the Arabian Rainbow art project providing them with a unique insight into horseracing.

## **Commercial supporters**

The Dubai International Arabian Races is supported by some of the best known brands in the United Arab Emirates, who join His Highness Sheikh Hamdan bin Rashid Al Maktoum's Shadwell Stud as sponsors of the eight-race card.

International banking group Emirates NBD, Emirates Airline and Jebel Ali Racecourse who have supported races at the event since the first running at Newbury in 2003 are all welcomed back.

Roda, who will welcome the lucky winners of the holiday prize draws at their hotels in Dubai, join the day as sponsors of the 13f Premier Handicap Stakes, while the Emirates Equestrian Federation is responsible for the first of the day's Group races. The Embassy of the United Arab Emirates also lends its support to the event.

## **ENDS**

### **For further information about the Dubai International Arabian Races, please contact:**

Tom Pennington, Shadwell Estate Company Ltd +44 (0) 1842 755913 / 07736 019914

[tpennington@shadwellstud.co.uk](mailto:tpennington@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](mailto:philip@sportsguidelimited.com)

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

**Website** - [www.diarnewbury.co.uk](http://www.diarnewbury.co.uk) **Facebook** – DIARaces **Twitter** - @DIA\_Races

**YouTube** - [https://youtu.be/CudAEqE\\_frQ](https://youtu.be/CudAEqE_frQ)

**Dubai International Arabian Races  
Newbury Racecourse, UK - Sunday, 30 July 2017**

<b>TIME</b>	<b>RACE NAME</b>	<b>VALUE</b>
14:05	<b>Emirates Premier Handicap Stakes</b> For Purebred Arabians Rated 50-90 4yos & upwards, 1 mile	£12,000
14:35	<b>Emirates NBD International Stakes</b> For Purebred Arabians 3yos & upwards, 10f	£10,000
15:05	<b>Emirates Equestrian Federation International Stakes (Group 2 PA)</b> For Purebred Arabians 3yos only, 7f	£25,000
15:40	<b>Jebel Ali Racecourse Za'abeel International Stakes (Group 1 PA)</b> For Purebred Arabians 4yos & upwards 6f	£35,000
16:20	<b>Shadwell Arabian Stallions Hatta International Stakes (Group 1 PA)</b> For Purebred Arabians Fillies & Mares 4yos & upwards, 10f	£35,000
16:55	<b>Shadwell Dubai International Stakes (Group 1 PA)</b> For Purebred Arabians 4yos & upwards, 10f	£58,000
17:25	<b>Roda Hotels and Resorts Premier Handicap Stakes</b> For Purebred Arabians Rated 0-105 4yos & upwards, 12f	£10,000
17:55	<b>UAE Embassy Handicap Stakes</b> For Purebred Arabians Rated 40-75 4yos & upwards, 7f	£8,000
	<b>Total</b>	<b>GBP 193,000</b>

**In addition to the prize money Shadwell will present a prize of £300 to the stable responsible for the Best Turned Out horse in each race**