

# THE HOOFINGTON POST

ALL THE LATEST NEWS FROM  
RACING'S HEARTLANDS

## Racing's borders being pushed back in Europe and beyond

MEMBERSHIP of the continental body created to represent the interests of European racing nations is on an upward curve, with Holland and Ukraine now among the 23 countries enrolled in the European & Mediterranean Horseracing Federation (EMHF).

Secretary-general Paul Khan, better known for his role as Weatherbys racing director, also reports interest from places as diverse as Russia, Azerbaijan, the Channel Islands and Libya – which featured in Hoofington Post a fortnight ago.

Founded in 2010, the EMHF, which is chaired by Horse Racing Ireland chief executive Brian Kavanagh, is a subsidiary organisation to the global International Federation of Horseracing Authorities, which held its annual meeting in Paris recently.

In effect, it is the European equivalent of the longer-established Asian Racing Federation and aims to promote and represent the sport across the continent.

A location finder has been set up at the website (euromedracetrack.eu) to identify member nations, with racecourse locations identified via google maps. "European racing is vibrant and varied and it was pretty essential to have a resource showing where all members' racecourses are," says Khan. "Now you can click



Paul Khan: "There is great enthusiasm to be involved"

on a country and find its racecourses, so for the first time we have a real picture of where racing takes place.

"I think there is a latent demand for racing tourism that can be unlocked, although I appreciate it is a niche market. There are places like Waregem in Belgium where they race just once a year and it is a big festival, but people just don't know these places exist or where they are."

Khan reports enormous interest in the sport across Europe. "Even where countries are struggling there is great enthusiasm to be involved," he says. "Holland is a great example because racing there has been decimated recently to the extent they have only one track these days."

Libya might seem an unlikely member – and not only because the country is not

even in Europe. "Imagine re-establishing racing in an area that has been torn by strife recently," says Khan.

"What better symbol of normality could there be?"

An important facet of the EMHF's role is that senior members such as Britain, Ireland and France 'mentor' lesser racing nations. "That mentoring element is central to the organisation," says Khan. "We take close notice of the interests of developing countries. A number of seminars have been set up by the bigger countries for the benefit of smaller countries on matters such as handicapping, race day regulation, anti-doping policy and jockeys' welfare."

"The interchange of ideas is something the smaller nations find beneficial. Sometimes they are operating for large

## Goodwood in race link with South Africa

A SPONSORSHIP deal between Goodwood and L'Ormarins, sponsor of South Africa's oldest race, the Queen's Plate, will see the Glorious Goodwood Peninsula Stakes being run at Kenilworth on Plate day early next year.

A hospitality marquee is being offered to Goodwood annual members and commercial partners who travel over for the race day

on January 11. As part of the new association, the Group 3 L'Ormarins Queen's Plate Oak Tree Stakes will take place at Glorious Goodwood next year.

A charity cricket match will then follow the racing, with a Lord March XI taking on a Johann Rupert XI in front of Goodwood House.

Adam Waterworth, managing director of

Goodwood, says: "The L'Ormarins Queen's Plate is one of South Africa's most high-profile racedays and we thought an association between us would be a nice fit for both brands."

"The cricket match gives us further opportunity to entertain racegoers after racing, especially as England will be playing India in Southampton that week."

## Movember makeover for Sandown

THE walls of Sandown racecourse's main entrance have been covered with graffiti by renowned street artist Mr Shiz.

However, Hoofington Post is happy to report it was not a random act of criminal damage, rather a special makeover to promote Gentlemen's Day and raise awareness for Movember.

Gentlemen's Day is on Saturday, November 9, the first day of the jumps season at Sandown. Off the track there will be an HWM Aston Martin Best Dressed Gentleman competition, although before you get overly excited the winner does not get to roar away from the track like James Bond. The prize is a trip for



Street style: the new look for Sandown's entrance

four to the Aston Martin factory in Warwickshire.

Rupert Trevelyan, speaking for Sandown's owner, Jockey Club Racecourses, says:

"Movember is a fantastic men's health charity that raises vital funds and awareness for prostate and testicular cancer and mental health, and the racecourse is delighted to be working with the charity for the second year running."

"Movember's theme this year is 'gritty with a back-to-basics feel that epitomises the roots of Movember'. We

wanted to get behind this and felt that graffitiing the Movember message at the entrance was an apt way to promote the charity."

Sandown is giving racegoers sporting a moustache who are fundraising for Movember a £5 discount on grandstand or premier enclosure admission when buying a ticket on the day.

Women named Tash – Natasha in other words – will also receive the £5 discount, on production of a form of photo ID.

## Twelvetrees and Wyse sign up for Cheltenham



Ambassadors: Billy Twelvetrees and Rachel Wyse

BRITISH LIONS and Gloucester rugby player Billy Twelvetrees and Sky Sports News presenter Rachel Wyse will act as ambassadors for Cheltenham racecourse this season.

Both regularly attend the home of jump racing and Twelvetrees is part of a bigger partnership between his rugby club and the track that features a variety of events.

He says: "I'm really excited to be working with Cheltenham racecourse this season as one of their ambassadors. I live in the town and have been racing often. It's always a fun day out."

"The racing is such an important event for Cheltenham. I'm already looking forward to visiting the racecourse next month."

He adds: "There has been a good link between racing and rugby in recent seasons."

Last year Cheltenham and Gloucester teamed up to allow fans a chance to watch racing and Aviva Premiership rugby with a ticket to both events costing £23.

Two years ago Wyse took part in the St Patrick's Day Derby, the charity race staged on the third day of the festival in March.

She says: "I have so many amazing memories of that day when I was lucky enough to ride around the course and experience something that not many people have a chance to do."

"Cheltenham is such an amazing place, hosting some of the best racing in the world. It was an honour to be asked to be an ambassador for the season."