

2011
SHOWCASE
& AWARDS

CARLISLE RACECOURSE

Events

The Edinburgh Woollen Mill Ultimate Ladies Night

Monday, 1st August 2011



Objectives

- Showcase the Lady riders in our Sport
- Offer opportunities for young/apprentice riders
- Raise significant money for charity
- Achieve a record crowd for Ladies Night at Carlisle
- National recognition for the highlight of Cumbria's social calendar
- Support Racing For Change strategy by reaching out to a new, largely female audience
- All of the above formally presented to the BHA to get their approval for the event
- An Ultimate Ladies Night



Delivery

- A World first, a 6 race card for Lady riders only
- A charity race to raise money for 2 breast cancer charities
- Support from Racing For Change and Amateur Jockeys Association
- A Ladies' foot race over 1 furlong for supported by local media and companies to raise money for charity
- Dedicated PR campaign to put racing and Carlisle in the spotlight
- A post-race concert by Alexandra Burke
- Media partnership with local lifestyle magazine
- The Ultimate Ladies' Night



Results

- A record, predominantly female, crowd of 10, 555 on a Monday night
- Carlisle's 2nd biggest ever crowd and 25% up on the equivalent fixture for 2010
- Covered heavily in local media including live local weather broadcast by a runner in the footrace
- Over £30K raised for the two breast cancer charities
- Event put racing in the national news with coverage in the Guardian, Daily Mirror, Daily Mail, London Metro, Daily Express, Sky Sports, 5 Live, Radio 2, Radio 4 Woman's Hour and even in OK Magazine
- Well supported by Owners & Trainers with 91 horses declared and several races over subscribed
- Over 40 different lady jockeys with rides on the evening including many young and apprentice riders
- Ladies foot race supported by local companies entering their employees
- Many first time visitors to the racecourse
- Alexandra Burke helped promote the Lady riders to a new audience



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