

2011
SHOWCASE
& AWARDS

ASCOT Marketing

Colts and Fillies Club Horse

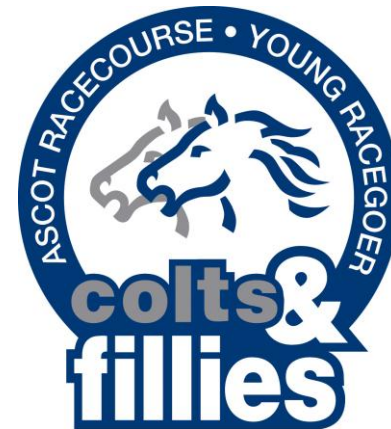


Objectives

- To demonstrate to our young racegoers the excitement of racehorse ownership and the thrill of watching a racehorse perform.
- To educate young racegoers about the life of a racehorse; from its diet and training at the yard to how this translates to the horse's chances on the track.
- To use the ownership of Safari Team to demonstrate to Colts and Fillies Club members the roles and the activities within the racing industry, thus allowing the young racegoers to meet vets, farriers, jockeys, trainers, racecourse staff and other owners as well as watching the horse run.



Safari Team in action at Sandown Park on 4th August



Delivery

- Safari Team, a three year old bay gelding, rated 84, was leased to the Colts & Fillies Club free of charge for the Flat season during Ascot's tercentenary year.
- Safari Team was owned and trained by Peter Winkworth at a boutique yard just outside Godalming.
- Safari Team ran in the Colts & Fillies colours, with the silks designed by the children in a newsletter competition at the start of the season.
- As part of the arrangement, the children visited the yard a number of times throughout the year. While they were there, they had the chance to watch the horse on the gallops, training in the starting stalls and exercising in the horse-walker. They also experienced how a training yard is run by meeting the lads, the on-site farrier and horse-whisperer.
- The children also had the chance to watch the horse run at Lingfield, Sandown Park and Kempton throughout the summer months. Here, Peter talked the children through Safari Team's chance in the race. The older children had the chance to go in to the Parade Ring. All the children watched the race as owners, installing a sense of real racehorse ownership. Peter then debriefed all the children after each race on how he ran.



Results

- Safari Team raced for the Colts & Fillies club five times throughout the season. He was placed fourth at Kempton in June and first at Lingfield Park in September.
- Over 150 members of the Colts and Fillies Club got to take part in the racehorse ownership throughout the year, either at the training yard or at various racecourses when he ran. All the members received a quarterly update on his progress.
- Peter Winkworth has now retired, but due to the success of this project, Yurituni will be leased to the Club by Eve Johnson-Houghton for 2012.



Colts & Fillies Club members at Sandown Park to watch Safari Team run