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GREYHOUND RACING VICTORIA

Love the dogs. Love the thrills.

MEDIA RELEASE

Monday, 27 August 2018

GRV Media Release - New look for Victorian greyhound racing

Greyhound Racing Victoria has today unveiled a new brand as Victorian greyhound racing embarks on an exciting new chapter in the sport's history.

The colourful new theme incorporates the traditional colours of the eight greyhound boxes and will be evident at all 13 Victorian greyhound racing clubs and in broadcasts on Sky Racing.

The vivid colour arrangement will be accompanied by a bold V, emphasising Victorian greyhound racing's point of difference from races held in other parts of Australia.

The new look and feel of Victorian greyhound racing will also be complemented by an accompanying tag line "Love the Dogs, Love the Thrills."

GRV CEO Alan Clayton said the new brand represented a renewed emphasis on the spectacle and drama of a greyhound race, while also distinguishing Victorian greyhound racing from other states and countries.

"Everyone involved in Victorian greyhound racing has worked hard over the past couple of years to maintain the highest possible level of integrity in our racing program with a focus on animal welfare," Mr Clayton said.

"With those foundations set, we can also celebrate the beauty of greyhound racing as an exciting, thrilling and dramatic sport that is even more exhilarating to watch in the flesh.

"We love our dogs as well as the thrills of our sport and we want to bring more people in to the wonderful experience of greyhound racing."

The new GRV theming will be seen in signage, clothing and communications in greyhound racing throughout the state.

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