



MEDIA RELEASE

Thursday, 1 December 2016

Groundbreaking new greyhound racing carnival for regional Victoria

Greyhound Racing Victoria (GRV) and four regional clubs will make history this year with a new carnival that will take Gippsland by storm.

In an Australian regional first, the Gippsland Carnival will incorporate and connect four country cups, Sale, Warragul, Cranbourne and Traralgon, for an epic journey of greyhound racing that has never been seen before with more than \$800,000 prize money across the series.

To add to the excitement, Western Bulldogs captain Bob Murphy, who was born and bred in Warragul, is the ambassador for the carnival.

A sprint and distance series has been created to link all four legs with a Gippsland Champion Sprinter, and Gippsland Champion Stayer, crowned at the end of the carnival.

The Sale Cup will kick off the excitement with its traditional race meeting on Boxing Day, while Traralgon will wrap it up with a grand finale in March.

A media launch will be held at Seaspray this Thursday, December 1, where full details of the carnival will be revealed.

GRV Chief Executive Officer Alan Clayton said he was excited to continue supporting clubs, their fans and their communities.

“The economic benefits of greyhound racing to the Gippsland economy is around \$40 million and the sport will become even more prominent in the area as greyhound racing comes to the forefront this summer,” Mr Clayton said.

“We are pleased to be able to give back to local communities and work with the Latrobe, Wellington, Baw Baw and Casey councils to support local business and increase visitation.

“The greyhound racing industry makes a substantial contribution of more than \$300 million to the Victorian economy annually – both as a recreational pursuit and as an industry that employs more than 3000 people and generates \$1.8 billion in wagering.”

Mr Clayton said the carnival was a huge boost for greyhound racing and for the people of Gippsland.

“This promises to be a series of colourful greyhounds, colourful characters and colourful fun,” he said.



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“Greyhound racing already plays such a big role in communities throughout Victoria, and in particular Gippsland, and this promises to be an exciting series that combines the best of sport, social events and rural and regional Victoria.”

With a strong field of dogs expected to contend for each cup, there will also be plenty of other entertainment away from the track.

With an underlying theme of ‘flying colours’, Colours on Course will give everyone a chance to win a prize for best dressed, with judges looking for the most stylish representation of the colours and patterns of all eight greyhounds by men and women at the tracks.

Register your entry into the Sale Cup Colours on Course by December 15 for your chance to go in the draw to win a prize pack worth \$500. A club voucher is also up for grabs for the winner of both the women’s and men’s divisions at the first three cups, with the overall victors vying for a prize pack worth \$1000 each at the Grand Final in Traralgon.

The carnival’s entertainment doesn’t stop there, with live bands and food trucks to taste the colours of the world.

Families can also go in the draw to win a trip to Disneyland, by getting their ‘passport’ stamped at two of the four cups.

For VIP or family packages and more information go to gippslandcarnival.com.au.

Media opportunity details:

WHO: GRV CEO Alan Clayton and Gippsland Carnival ambassador Bob Murphy

WHEN: 10.40am, Thursday December 1.

WHERE: Seaspray Surf Life Saving Club, Foreshore Rd, Lyon St, Seaspray.

A vision opportunity featuring greyhounds racing on the beach will precede the media conference.

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For media inquiries please contact:

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