



MEDIA RELEASE

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(for immediate release)



Clubs to benefit from the ‘Wow Factor’

As the dust settles on the euphoric scenes from The Meadows on Saturday night following the running of the \$1.65M The Phoenix, all 13 Victorian greyhound clubs are set to be major beneficiaries of Wow She’s Fast’s record-breaking victory.

Sportsbet, Wow She’s Fast’s slot-owner and GRV’s wagering sponsorship partner, has announced that \$350,000 of the \$1M first prize purse will be allocated to an ‘Innovation Fund’ for clubs.

The fund will be made available for clubs to draw on to enable them to create and deliver new and innovative initiatives to engage more deeply with club members, patrons and participants and to foster stronger community partnerships while also driving higher attendances and enhancing the on-course event experience.

Sportsbet’s Chief Financial Officer Nathan Arundell says this contribution is all about supporting the growth of greyhound racing.

“The opportunity for Sportsbet to give something back to the greyhound racing community in Victoria and do what we can to contribute to the sustainability of the sport was an easy decision to make,” Arundell said.

“Sportsbet is committed to further growing greyhound racing in the regions and we are looking forward to working with GRV and the clubs to support that.

“The experience of being trackside to witness the win of Wow She’s Fast was absolutely exhilarating and it is something that everybody attending a greyhound meeting in Victoria should be able to enjoy and Sportsbet are thrilled to be able to play a role in supporting that.

GRV CEO Stuart Laing says Sportsbet’s contribution will be a welcome boon for clubs in Victoria.

“Sportsbet are already proving to be a great partner for GRV, our clubs and Victorian greyhound racing, and investing a percentage of the winnings from their second consecutive The Phoenix victory in supporting our clubs is a perfect example of the strength of that partnership.

“Getting people back to the track, particularly in regional Victoria to experience the magic of greyhound racing is vital for the sport and its growth and prosperity and this innovation fund is a key step to achieving that while also enhancing our community engagement,” Laing said.

“We look forward to working with Sportsbet and our clubs on how we will best utilise these funds to effectively market and promote their venues and feature meetings to create even more excitement and growth for the sport.”

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