

Promotions at HTA Tracks



WEEK OF JUNE 4, 2007

PINK RIBBONS KEEPS ON HELPING BREAST CANCER PATIENTS AT HOOSIER PARK

Pink Ribbons, a five-year-old trotting mare out of the Pink Ribbons Stable, made her Hoosier Park debut a winning one, taking the \$11,000 Open Trot Saturday, May 26. Pink Ribbons Stable contributes a percentage of the horse's winnings to help breast cancer patients.



The idea to contribute to breast cancer research began in 2002 when co-owners of the Pink Ribbons Stable, Nancy Greenfield and June White, found out they had breast cancer. Greenfield, a healthcare nurse, and her husband came up with the idea to give back money to the Victory Center for cancer patients in Toledo, Ohio.

Pink Ribbons gained national attention during the summer of 2005 when she competed in the \$750,000 Hambletonian Oaks at The Meadowlands in New Jersey. The accomplishment brought media coverage from around the country, including an appearance by Greenfield on National Public Radio.

Pink Ribbons dominated her Hoosier Park start with the track's all-time leading driver Don Irvine, Jr. in the sulky. The daughter of Mr. Vic never looked back after taking the lead down the backstretch en route to the victory in seasonal best time of 1:55.3. The win took her career earnings to a total of \$230,525.

HOOSIER PARK
AT ANDERSON

"I thought she was pretty much the best horse in the race," said Irvine, Jr. "She was rolling some great fractions in the race. We gave almost everyone in the race a shot to do what they wanted to do. She is just a good solid mare."

BUFFALO PROMOTES NEW POST TIME



With a new 5:00 post time on Wednesdays, Buffalo Raceway has begun a series of promotions. Guests on June 6 received free 2007 Belmont Stakes glasses. On June 9, patrons received free 2007 Buffalo Sire Stakes T-shirts. And last, but certainly not least, attendees on June 20 will receive a free Buffalo Raceway beer mug.

ONTARIO TRACKS COMBINE EFFORTS

Six Ontario racetracks have announced the launch of a contest designed to cross-promote their signature events.

The Red Carpet Round Trip will award a total of 144 prize packages over a six month period, which began June 1. A total of four people from each host track will be drawn for each of the six events. Each person will receive total VIP treatment, including round-trip limousine service, lunch or dinner in the clubhouse, betting vouchers and souvenirs.

To enter, patrons at each track must submit program ballots to the designated draw box on each live race night. Winners will be drawn and announced two weeks prior to each of the following signature race events:



- Western Fair Raceway - **Molson Pace** - June 1
- Hanover Raceway - **Dream of Glory** - August 4
- Grand River Raceway - **Battle of Waterloo** - August 6
- Clinton Raceway - **Legends Day** - August 26
- Hiawatha Horse Park - **Slots Cup** - September 29
- Georgian Downs - **Honourable Earl Rowe Memorial Trot** - October 20



The Red Carpet Round Trip concept is one of several cooperative ideas spawned by marketing managers from each of the racetracks represented in the contest. The group began meeting on a monthly basis this past winter after an initial invitation was extended by Hiawatha Horse Park in Sarnia.

Marketing representatives from OLG Slots have also joined recent discussions. The group hopes to maintain regular meetings throughout the year in order to share ideas, experiences and resources.

CRUISE AWAY WITH THE ISLE



The Bahama Getaway Giveaway, held every Wednesday during June, rewards five weekly IsleOne members with a three-day/two-night Caribbean excursion to the Lucaya Beach Golf and Casino Resort in Freeport, with a \$100 food credit per day. Discovery Cruise Line will provide the transportation.

Guests can obtain one free entry per day for the Bahama Getaway Giveaway, with additional entries earned for every 100 points gained on their IsleOne card. The drawing takes place at 8:00 p.m. every Wednesday.

