



Promotions at HTA Tracks



WEEK OF AUGUST 6, 2007

VERNON DOWNS HOSTS HIPPIEFEST

Vernon Downs asked its fans to dig their headbands and fringe vests out of the closet: Peace and love are returned to the central New York track.

“Hippiefest,” a traveling show of ‘60s bands and the remnants thereof was held on July 28.

“This was a baby boomer heaven,” said track spokesman Doug Tudman.

Acts included former members of the Turtles, the Rascals, Mountain and Badfinger. Also in the lineup was Country Joe McDonald, who played at the original Woodstock festival, in 1969.

Tickets were \$30 in advance and \$35 at the gate.



Tudman said 10,000 to 15,000 fans of all ages showed up. “We were shooting for hippies that remembered the ‘60s and their kids and their grandkids,” he said.

The event marked the first return of outdoor concerts at Vernon Downs since the track went bankrupt in 2004. Before that, the track

played host to national acts such as the Dave Matthews Band and the Grateful Dead.

“We’re back in show business,” Tudman said. “It’s gonna be cool.”

13TH COCA-COLA FEST HELD AT THE ROCK

Pony Rides, clowns, face painters, magicians, caricature artists, puppeteers, amusements, and all sorts of complimentary children's entertainment took center stage at Rockingham Park on Sunday, July 15 when the racetrack held the 13th annual Coca-Cola Family Fest.

In addition to all of the free pony rides, entertainment, and activities, there were a variety of great prizes which families could win, including a Ducane gas grill, Red Sox tickets, a mountain bike, Canobie Lake Park passes, Lowell Spinners tickets, a Sony digital video camera, concert tickets, among other prizes.

As a special treat, the Longs' Miniature Trick Horses performed. Sunny the Miniature Wonder Horse, who was featured on the NBC "Today Show" and captured second place honors in the "America's Most Talented Pet" contest, performed his repertoire of over 75 amazing tricks.



The event combined fabulous family fun with the excitement and action of live horse racing.

HAMBLETONIAN PARADE KICKS OFF FESTIVAL

The Fifth Annual Hambletonian Parade, which took place on Saturday, July 28 in Rutherford, New Jersey, featured an unparalleled number of equine units, marching bands and vintage cars marching their way to Lincoln Park, where there were food vendors, live music and free children's entertainment, including pony rides, clowns and games. Harness racing's leading drivers and trainers greeted fans and sign autographs. And Hambo Tony, the Hambletonian mascot, was on hand with treats for children and to pose for photos.



Among this year's parade dignitaries was the newly crowned Miss New Jersey, Amy Pumbo of Howell. New equine participants this year included adorable members of the Keystone Miniature Horse Club. Returning favorites include the Zembo Mounted Shriners, Hitch A Stride Drill Team, Passaic High School Marching Band and the Lesbian and Gay Alliance Big Apple Corps, one of the nation's premier marching bands.



The parade was the first major event of the Hambletonian Festival at the Meadowlands, a week of stakes races and special events culminating in Hambletonian Day, Saturday, August 4.

A few hours after the last unit passed the reviewing stand on July 28, the action moved to the Meadowlands Racetrack for a twilight racing program that begins at 5 p.m. and included eliminations for the Hambletonian and the Hambletonian Oaks, the sport's most prestigious events for three-year-old trotters. The night's festivities also included a messenger bag giveaway (while supply lasts), rock concert by Queen V and rides in Paddock Park.