

HARNESS TRACKS OF AMERICA

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Promotions at HTA Tracks



WEEK OF APRIL 12, 2010

BET NIGHT LIVE TO HIT CANADA AIRWAVES

Woodbine Entertainment Group has announced a redesign for its network programming offerings in 2010.

Bet Night Live, focusing directly on the wagering component of racing, will launch on Monday, May 17 for Standardbred racing and Wednesday, May 19 for Thoroughbred racing.

The two-hour programs, to air on WEG's longtime TV partner, The Score, are designed to introduce new people to the sport and immediately experience the excitement and anticipation of horse racing and the thrill of winning.

Fast, informative and fun, each show will feature a four-race wagering contest. At-home contestants who sign up for a new account with HorsePlayer Interactive (HPI), WEG's online wagering platform, could find it pre-loaded with the \$24 needed to play. There are prizes for first, second and third, as well as a couple of randomly selected players in each contest. Each day's winner also gets a chance to play for the grand prize of a trip to Las Vegas and a seat in the DRF/NTRA National Handicapping Championship.



The programs will be packed with features like HPI Wagering 101, which will help those new to the sport learn the art of betting and The HPI Edge, handicapping tips from the pros. The addition of industry profiles and items designed purely for entertainment value ensure a fast-paced, information-rich package.



"Bet Night Live is a totally new type of show," said WEG's Senior Show Producer Rob Platts. "We think of it as watch, wager and win. It's the only thing on television that lets you wager and win live-to-air, and have a really good time doing it."

Bet Night Live will air across Canada on The Score, Mondays and Wednesdays from 7:00 p.m. to 9:00 p.m. Eastern time.

PLAINRIDGE TEAMS UP WITH HARNESS RACING MUSEUM FOR DERBY FUNDRAISER

Plainridge Racecourse, in Plainville MA, has again included The Harness Racing Museum & Hall of Fame in their \$10,000 Kentucky Derby Charity Give Away Drawing. On Tuesday April 27, three lucky winners will receive: 1st Place-\$4,000, 2nd Place-\$1,500 and 3rd Place-\$500, to wager on the Derby, on Saturday, May 1. Winners do not have to be present (Plainridge will assign a representative to place wagers for those not at the track in person).



Every \$1 ticket sold by the museum is \$1 for the museum's education programs. Plainridge will match a percentage of that amount for the museum to wager too! Therefore, the more tickets sold, the more money there will be to bet on the Derby. Last year museum members and friends bought enough tickets to contribute \$4,000 for the Museum's educational programming.



Call The Harness Racing Museum & Hall of Fame today (845) 294-6330 or e-mail development@harnessmuseum.com and ask Joanne Young for information on how to participate in this great Museum fundraiser. Orders can be taken over the phone or checks marked "Plainridge" can be mailed to The Harness Racing Museum 240 Main Street, Goshen, NY 10924. All entries must be received by next Wednesday, April 21 to qualify.

VERNON SEASON OPENER TONIGHT

Vernon Downs is gearing up for opening weekend, which begins today, Friday, April 16, with a 6:55 p.m. post time and features ten live races. Opening night will kick-off with a race date t-shirt giveaway (while supplies last), followed by a fireworks display immediately following live racing.

On Saturday, April 17, Vernon hosts a 12-race program beginning at 6:55 p.m. and will be giving out Race Date Magnets to its patrons (while supplies last). Vernon will also have the "Change Your Luck" promotion in which contestants drop losing tickets into a barrel for their chance to win a \$20 betting voucher.



Vernon Downs will once again be hosting its "Horse Play Car Giveaway" in 2010, in which contestants donate \$1 to the charity of the month and receive a rubber horse. After the designated race of the night, contestants get a chance to toss their horse into the window of a 2009 Nissan Versa.

One horse that successfully makes it into the window will be drawn and put into the final drawing for the Versa on Friday, September 17, during the "Summer Showdown" weekend at Vernon Downs. The 2010 "Horseplay Car Giveaway" is courtesy of Williams Toyota of Sayre, PA. For more information visit www.vernondowns.com