



# **RIPON RACES**

*Yorkshire's Garden Racecourse*

## **Yorkshire's Garden Racecourse Dual Finalists in Racecourse Association Showcase & Awards 2023**

Ripon Racecourse is delighted to have been named as a Finalist in two categories for the Racecourse Association's Showcase & Awards in partnership with Great British Racing, Racing Post, the Racing Foundation and Racing Together.

The Showcase & Awards is the marquee event of British racecourses and celebrates excellence and innovation in racecourse operations and raceday experience.

Yorkshire's Garden Racecourse has been listed as a Finalist in both the **Racing Foundation Green** category and the **Marketing** category. From the shortlisted Finalists the winners will be revealed at the Showcase & Awards ceremony on Thursday 23<sup>rd</sup> November at Aintree Racecourse.

The Marketing Award celebrates excellence in the sphere of campaign execution, increasing the appeal of racing to new audiences and improving the frequency of visits amongst racegoers. Initiatives were asked to demonstrate the clear strategy and execution used for the campaign by means of a multi-tiered approach to engage with a target audience, increase brand presence, and improve customer relations

The Racing Foundation Green award champions initiatives that reduce the environmental impact of the racecourse and/or specific events. Entries were asked to demonstrate how environmental initiatives have been identified and executed with a focus on the results achieved and the legacy of the work.

**Jonathan Mullin, Operations and Marketing Manager at Ripon Racecourse, said:** "It's wonderful for us to be finalists in two categories. We've managed to win an award at the last two Showcase Awards, at Hamilton in 2019 and at Pontefract in 2022, which is fantastic for a small independent racecourse and it's great to be in with a chance once more.

"It is especially pleasing to be a finalist in the Racing Foundation Green Award for the second consecutive year. As Yorkshire's Garden Racecourse we take great pride in our sustainability projects and realise the importance of working towards and promoting a sustainable future so we're delighted with this acknowledgement of our work in this area."

**Paul Swain, Communications and Raceday Experience Manager at the Racecourse Association, added,** "Congratulations to our 2023 Showcase Finalists. This list represents the best of British racecourses over the past 12 months and demonstrates their commitment to providing a fantastic experience for participants and racegoers alike.

“Our independent judging panel commented on the high standard of entries this year which was evident when considering the scores awarded.

“Alongside hosts Aintree Racecourse, the RCA is eagerly anticipating the Showcase Seminar & Awards on Thursday 23<sup>rd</sup> November where we will crown this year’s winners!”.

### **Racing Foundation Green Award**

Ascot—Racing to Zero

Jockey Club Racecourses—Showcasing Sustainability—Greener Racedays

Kelso—Rainwater/Drainwater Harvesting at Kelso Racecourse

Ripon—Green Work Makes the Dream Work

York—Knavesmire 300

### **Marketing**

Ascot—Royal Ascot 2023

Chester—Family Day: Social Media Influencers

Goodwood—Three Friday Nights

Musselburgh—The Corgi Derby

Ripon—Back to Basics

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