



**Press Release – for immediate release**

**8 October 2008**

## **Desert Springs Resort extend their association with PJA by sponsoring inaugural Champions' Dinner**

The Professional Jockeys Association (The PJA), the representative body for Jockeys within British horseracing, is delighted to announce a title sponsor for the inaugural Champions' Dinner; The Desert Springs Resort. The exclusive evening will celebrate the outstanding achievements of former and current Champion Jockeys on Sunday 9 November 2008 at The Plaisterers' Hall, London.

Desert Springs, Europe's only international award-winning luxury family resort and championship desert golf course in the Almanzora region of Almeria in south-east Spain, is extending its current association with The PJA and has generously agreed to become the headline sponsor of the event. As well as this latest sponsorship, earlier this year The PJA and Desert Springs arranged a new three-day break scheme at the resort exclusive to the PJA membership, as well as becoming the title sponsor of the 2008 Lester Awards ceremony.

Some past and present Champions who will be attending The Champions' Dinner in November include; Lester Piggott (1964-1971 and 1981,1982 Champion Flat Jockey), AP McCoy (current and thirteen times Champion Jump Jockey), Ryan Moore (2006 Champion Flat Jockey), Seb Sanders (Joint 2007 Champion Flat Jockey), Jamie Spencer (Joint 2007 Champion Flat Jockey), Peter Scudamore (1985/86-1991-92 Champion Jump Jockey) John Francome (1975/76, 1978/79, 1980/81-1984/85 Champion Jump Jockey) and Frankie Dettori (1994,1995 and 2004 Champion Flat Jockey).

Simon Coaker, Director of golf & marketing at Desert Springs who will be a guest speaker during the evening, commented "At Desert Springs Resort & Golf Club our commitment is to exceed our guests expectations with a truly warm and friendly welcome, providing an uncompromising level of service from arrival. We pride ourselves on anticipating what our guests require and delivering what they need.

It has been pleasing for us to see so many Jockeys who belong to The PJA take up their exclusive complimentary invitation to visit Desert Springs and enjoy a well earned break in the sun, whilst benefiting from a variety of exceptional golf, family, leisure and lifestyle facilities. Feedback received from those jockeys who have already visited has further confirmed that Desert Springs is a superb venue and one which benefits members of The PJA.

Our title sponsorship of The Champions' Dinner further underlines the commitment of Desert Springs to continue to develop and strengthen its commercial partnership with The PJA, whilst also benefitting The Injured Jockeys Fund."

**Round of golf hosted by former England cricketer Sir Ian Botham at Desert Springs Resort, during a luxury stay for eight included in Charity auction**

An auction of select prizes with proceeds being donated to The Injured Jockeys Fund will also be included during the Champions' Dinner evening.

One of the main auction prizes, kindly donated by The Desert Springs Resort comprises of; a week's stay for eight in a luxury fairway frontage country villa complete with its own swimming pool, including breakfast at the Desert Springs Resort. The successful bidder will also receive the exclusive opportunity for three guests to play the championship Indiana golf course with cricketing legend Sir Ian Botham, himself a property owner at Desert Springs. Furthermore, the party of eight will be invited to enjoy a private dining experience in the resort's unique Cave Restaurant on one evening and will receive complimentary use of the resorts golfing, sports, leisure, health and fitness facilities for the duration of their stay. (Subject to terms and conditions).

Josh Apiafi, PJA Chief Executive commented "The Desert Springs Resort is the recommended recuperation and leisure destination for our membership and we are delighted that they have generously agreed to extend their association with The PJA and support this exciting new event. Their donation of a week's luxury stay for eight at the resort with a round of golf hosted by Sir Ian Botham, which is also included in the prize, is also gratefully received, as it is a very attractive offer and the proceeds from the auction will be donated to the Injured Jockeys Fund.

We hope to establish The Champions' Dinner as a highlight in horseracing's social calendar with the event providing guests with the unique opportunity to meet with some of our greatest Jockeys of recent times".

Guests will be welcomed to The Champions' Dinner with a Champagne Taittinger reception along with the opportunity to rub shoulders and meet with numerous riding legends of the Flat and Jumps. Further former Champion Jockeys who are attending include; Willie Carson (1972, 1973, 1978, 1980, 1983 Champion Flat Jockey) Pat Eddery (1998-1991, 1993, 1996 Champion Flat Jockey) Kevin Darley (2000 Champion Flat Jockey), Jonjo O'Neil (1997/78, 1979/80 Champion Jump Jockey) and Stan Mellor (1959/60-1961/62 Champion Jump Jockey). During a three course dinner a past or present Champion Jockey will host each table of guests and share experiences from their remarkable riding careers.

A table at The Champions' Dinner costs: £2500 + VAT, including 10 guests, a Champion Jockey host and their guest. For full event details, table bookings contact The PJA on T: 01635 44102: [champions@thepja.co.uk](mailto:champions@thepja.co.uk) or visit [www.thepja.co.uk](http://www.thepja.co.uk)

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