



Press Release

For Immediate Release

The Professional Jockeys Association (The PJA) announces modernisation strategy

The body representing professional Jockeys within British horseracing announced its modernisation from the Jockeys Association to The Professional Jockeys Association (The PJA).

Josh Apiafi who joined the Jockeys Association in November 2007 as Chief Executive implemented the modernisation strategy, beginning with renaming the organisation The Professional Jockeys Association (The PJA), as well as re-branding and a launch of a new website www.thepja.co.uk. A further ongoing project will be the appliance of a commercial template for its members.

A PJA Board has been formed, which includes the associations two Presidents, leading Flat Jockey Steve Drowne and current Champion Jump Jockey AP McCoy along with four other senior Jockeys Graham Lee, Andrew Thornton, Dale Gibson and Martin Dwyer. The board will be supported by two non-executive directors and a Chairman, who are yet to be announced.

Josh Apiafi, Chief Executive of The PJA commented "I am delighted that we have reached this stage in such a short period of time, which is thanks to the PJA Team and our consultants. These are exciting times as we look to bring our members to the forefront of horseracing through commercialisation and media exposure".

As well as current PJA news and exclusive Jockey features, the new website www.thepja.co.uk includes a comprehensive breakdown of the current British Jockey Championships results and standings. Full details of The PJA Events are also highlighted, including The Lesters as well as two new dates for horseracing's social calendar The PJA Golf Pro-AM on 29th September 2008 and The Champions Dinner on Sunday 9th November 2008.

An exclusive area for The PJA's members is also incorporated within the website, where they can access their own private PJA email account, PJA newsletters and information, dates of interest, nutrition fact sheets as well as details of the benefits and services available to them.

Ends

Fur further information on this press release contact Josh Apiafi, Chief Executive, The PJA
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Notes to Editors

The PJA Mission Statement

To promote, protect and represent the interests of professional jockeys both on and off the racecourse working with regulatory, industry and commercial bodies to secure agreements to the benefit of all and continually working in the best interest of British horseracing.

The PJA History

Prior to the renaming The Professional Jockeys Association, The Jockeys Association was incorporated on the 24th June 1969 with The Rt Hon. Lord Trevithian & Oaksey, D.S.O., T.D., D.L. as its first President and Vice-Presidents Lester Piggott, Barry Brogan, Brough Scott and Johnnie Seagrave.

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