



Press Release

For Immediate Release

The PJA announces The Desert Springs Resort & Golf Club as title Sponsor for The Lesters 2008

The Professional Jockeys Association (The PJA) Lesters awards ceremony, which recognises Flat and Jump Jockeys achievements, announced a new title sponsor for the event; The Desert Springs Resort and Golf Club, the leading European destination for Golf and Luxury Spanish homes, located in Almeria, South East Spain.

The Desert Springs Resort, the only international award winning luxury family, leisure and desert golf resort in Europe, is marketed in Europe by The Almanzora Group part of the Robert Hitchins Group run by Stephen Hitchins and his brothers; the racing family associated with top racehorses **Tagula & Toby Tobias** and many others. Stephen and his brothers currently have horses in training with Jonjo O'Neil and Andrew Balding.

As well as sponsoring the Jockeys showcase event for the first time, which is being held on Thursday 20th March 2008 at the Hilton Birmingham Metropole, Desert Springs Resort are also sponsoring the Conditional Jockey of the Year Award. They have also donated a holiday for two to the Spanish resort as first prize for the evening's casino entertainment, which is kindly sponsored by bookmaker William Hill.

Chief Executive of The PJA, Josh Apiafi commented: -

“We are both delighted and proud to be associated with The Desert Springs Resort & Golf Club and that they have agreed to sponsor our Lesters ceremony as well as the Conditional Jockey of the year award. This commercial partnership allows jockeys to benefit from a variety of exceptional golf, family, leisure and lifestyle facilities available at Desert Springs. Jockeys will also have the opportunity to make use of the resort when recovering from injuries; the sporting and rehab facilities are second to none and will provide ideal conditions for recuperation as well as rest and relaxation.”

All PJA members will each receive a complimentary invitation for a three night stay at the Desert Springs Resort in a luxury colonial style apartment during 2008, which includes three rounds of golf around the acclaimed championship Indiana course.

Tickets to the Lesters are selling out fast and can be obtained at www.thepja.co.uk .”

Desert Springs Director of Marketing, Simon Coaker remarked: -

“We are delighted to be the title sponsor of the Lesters awards ceremony, renowned to be racing’s showpiece event of the year, as well as being sponsor of the Conditional Jockey of the Year Award.

The PJA represent the very best of British jockeys and we are obviously delighted to have agreed a commercial partnership with The PJA and look forward to being host to such an elite group of sportsmen and women at the Desert Springs Resort.

The Desert Springs Resort has the warmest, driest and sunniest winter climate on the whole of the Iberian coast and in Europe without exception. Whilst all PJA Members will have the opportunity to visit the resort for a golfing break, The Sierra Sports and Fitness Club, located on the Desert Springs Resort also provides a wide range of quality indoor and open-air sports and fitness facilities.

Mentored by double Olympic decathlon champion, Daley Thompson, a villa owner at Desert Springs, it is aimed at general fitness and well being and is particularly suited to pre-season general fitness and rehabilitation after sports injuries. Taken together with the other leisure and relaxation facilities at Desert Springs, it is a superb venue and one which ourselves and the PJA jointly believe will benefit its members.”

Ends

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Or visit www.thepja.co.uk
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Notes to Editors

Other Lesters Award sponsors include:

Allied Irish Bank
At the Races
Betfair
Racegoers Club
The RCA
The Racing Post
Weatherbys Bank