



## PRESS RELEASE

### **Racing UK to sponsor the PJA Pro Am 2009**

The PJA has announced Racing UK as title sponsor of its annual Golf Pro Am which will be held on Monday 28 September at the Buckinghamshire Golf Club, Denham.

The 2008 inaugural event, which was also held at the beautiful Buckinghamshire Golf Club, was a great success and firmly established the Pro Am as a must for every racing and golf enthusiast.

Kevin Darley, Chief Executive of The PJA, commented: "We are delighted to extend our existing association with Racing UK and to welcome them as title sponsor of our Pro Am 2009. With their support, this year's Pro Am promises to be an exceptional day out for any attendee combining the fantastic opportunity to play with some of our top Jockeys whilst enjoying five star hospitality."

Nick Mills, Commercial Director of Racing UK, added: "Racing UK is thrilled to be title sponsor of the PJA Golf Pro Am. Jockeys are an essential means of promoting our sport and Racing UK is always keen to support the PJA in any way we can. The inaugural Pro Am was a hugely enjoyable and well-run event, which I was lucky enough to be part of last year. As well as offering Racing UK good exposure, the day will also provide a perfect opportunity to meet up with many of our partners. We're all greatly looking forward to September 28, and the chance to play a round with some of our racing heroes."

Team places as well as individual places are available, each team of 3 being completed by a Racing legend. Top Jockeys taking part last year included Grand National winning Jockey Mick Fitzgerald and Gold Cup winning Jockeys Sam Thomas and Andrew Thornton amongst many others.

As well as the team competition, various golf challenges will be laid on throughout the day such as the nearest the pin competition and a world class trick shot show sponsored by Russell Jones & Walker Solicitors.

Exclusive holidays to the luxury Spanish resort of Desert Springs are amongst the fantastic prizes to be won and will be presented prior to the evening's Gala dinner where an auction will be held in aid of The Injured Jockeys Fund.

## **NOTES TO EDITOR:**

For further information, visit [www.thepja.co.uk/proam](http://www.thepja.co.uk/proam) or contact Izzy Desailly, PJA Commercial Manager Tel: 01635 44102 or [id@thepja.co.uk](mailto:id@thepja.co.uk)

For further information on Racing UK, please visit [www.racinguk.com](http://www.racinguk.com) or contact Seb Vance PR/Press Manager on 0207 592 0465 or [seb.vance@racinguk.com](mailto:seb.vance@racinguk.com)

### **About Racing UK:**

Racing UK launched in 2004 and focuses on quality racing from the UK as well as selected racing internationally. It is available to 3 million homes and over 2,200 pubs and clubs.

BARB data confirms:

- Racing UK residential pulls in circa 400,000 viewers per month
- Over 50% of Racing UK viewers are ABC1 social class
- 75% of viewers are male

The Racing UK Club is now the biggest Racing Club in the UK, with over 50,000 members.

The channel also broadcasts its popular daily Racing Replay programme, which highlights the day's races and previews upcoming race fixtures. Racing UK provide full promotional support and free tickets to 45 race days per year to subscribers.

The racecourses which own 100% of Racing UK are listed below:

Aintree, Ayr, Bangor, Beverley, Carlisle, Cartmel, Catterick Bridge, Cheltenham, Chester, Epsom Downs, Goodwood, Hamilton Park, Haydock Park, Huntingdon, Kempton Park, Ludlow, Market Rasen, Musselburgh, Newbury, Newmarket, Nottingham, Pontefract, Redcar, Salisbury, Sandown Park, Thirsk, Warwick, Wetherby, Wincanton and York.