



Greyhound

RACING SA

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NEWS RELEASE

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GREYHOUND RACING SA ANNOUNCES MAJOR SPONSOR FOR THE 40TH ADELAIDE CUP

Greyhound Racing SA (GRSA) is pleased to announce their new partnership with Triple M as major sponsor of the **40th Adelaide Cup**.

GRSA is working with Triple M to create a comprehensive marketing platform around the event including major brand positioning, consumer engagement and a terrific consumer promotion in conjunction with the stations Rush Hour show featuring Mark 'Roo' Ricciuto and Chris 'Ditts' Dittmar.

Triple M recognised the broader potential of teaming up with GRSA and took on a new direction in sponsorship by aligning themselves with **the 40th Adelaide Cup**. With powerful reach, positioning and reinforcement of "Only at the dogs" directly to their target market, both Triple M and GRSA are extremely excited about the partnership.

"For Triple M, the Greyhound Racing SA partnership is an exciting opportunity and we are delighted to be a part of it" said, Sarah Rogers, Triple M's Promotions Manager. "The Triple M 40th Adelaide Cup allows us not only great content and banter for the Rush Hour show but the chance to give away some great prizes around the event on Thursday October 13."

"We are really excited about the partnership with Triple M and the Rush Hour crew. They are a great a great fit for our key market. It's just a bonus that Roo knows the dogs having owned a few over the years" commented Matt Corby, CEO of Greyhound Racing SA.

The Triple M 40th Adelaide Cup is the highlight of the greyhound racing calendar in South Australia and this year sees the Cup being run, for the first time, in October away from the crowded January events program and the heat of peak summer. The new timeslot is perfectly placed to attract the highest quality of chasers from around the country.

The Triple M 40th Adelaide Cup is expected to be even bigger and better than previous years with a visit from the Autism Angels, Greyhound Hunnies and a huge amount of entertainment at the track for the punting public and families alike.

For more information, visit www.grsa.com.au

About Greyhound Racing SA

Greyhound Racing SA Limited (GRSA) is the controlling body for greyhound racing in South Australia whose key responsibility is to ensure that the sport is managed in a responsible and ethical manner. Greyhound Racing SA exists to drive an outstandingly successful greyhound racing industry, with integrity; providing attractive returns and enjoyment to everyone involved.

FURTHER INFORMATION: Sam Jeffries, Marketing Manager, Greyhound Racing SA, (08) 8243 7115