

CHELTENHAM RACECOURSE MEDIA RELEASE

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DENMAN HEROICS HELP TO PRODUCE FESTIVAL TICKETS SURGE

Cheltenham Racecourse revealed today that Denman's historic Hennessy Gold Cup win at the weekend helped to produce a bumper day for Festival ticket sales on Monday. With less than a week to go until the cheapest advance prices for Festival tickets end and the wins by Big Buck's, Denman and others heightening anticipation of another memorable Festival, tickets were in high demand.

Cheltenham's Communications Manager, Andy Clifton, said: "Monday was an excellent day for Festival sales, with tickets for Totesport Cheltenham Gold Cup Day in particular demand.

"We are always busy this week as the best value ticket prices end on December 7, but on Monday we sold over 50% more tickets than on the corresponding day last year.

"Clearly, racegoers don't want to miss any of the excitement next March, with Denman v Kauto Star III at the top of the bill, and after the action over the last couple of weekends, who can blame them?"

The Festival 2010 runs from Tuesday, March 16, to Friday, March 19. Tickets purchased on or before Monday, December 7, are up to £10 cheaper than the on-the-day price. Totesport Cheltenham Gold Cup day (Friday, March 19) is highly likely to be a sell out, as it has been for many years.

Tickets are available online at www.cheltenham.co.uk (no booking fee) or on 0844 579 3003.

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