

CHELTENHAM RACECOURSE MEDIA RELEASE

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BETFAIR STRENGTHENS RELATIONSHIP WITH CHELTENHAM AS FESTIVAL TRIALS DAY SPONSORSHIP ANNOUNCED

Cheltenham Racecourse announced today that leading betting exchange Betfair is to sponsor three races on Festival Trials Day, Saturday, January 30.

The £27,000 Grade Two Betfair Finesse Juvenile Hurdle (12.55pm), the £50,000 Grade Two Betfair Cleeve Hurdle (3.45pm) and the £50,000 Grade Three Betfair Trophy Handicap Chase (2.05pm), the last two of which will be shown live on Channel 4 television, will form part of a highly competitive and informative seven-race card, on what is the last day of racing at Cheltenham before The Festival in March.

Under its Timeform banner, Betfair already sponsors the £22,500 Timeform Novices Chase on Festival Trials Day and Cheltenham Radio, powered by Timeform, broadcasts live from the racecourse at all of the major fixtures at Cheltenham each season.

Peter McNeile, Cheltenham's Director of Sponsorship, said: "We're delighted that our excellent relationship with Betfair and Timeform is being extended through additional sponsorship on what is arguably the best one-day fixture in the Jump racing calendar."

Tony Calvin, Betfair's Head Of Media, added: "Festival Trials Day is an outstanding race meeting in its own right, and invariably provides plenty of clues for the big races to come in March. Indeed, given the recent freeze and abandonments, the meeting promises to be more crucial than ever for connections in finalising their Festival hands.

"The Betfair Cleeve Hurdle has been won in the last two years by two of the best long distance hurdlers we've ever seen, Inglis Drever and Big Buck's, and the countdown to March starts in earnest on this day.

"We're delighted to add these three excellent races to our sponsorship portfolio for 2010, and to team up with Cheltenham on such a prestigious day in the racing calendar."

Further information from:

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