



CHELTENHAM RACECOURSE ANNOUNCES GEORGIE BROWNE AS LADIES DAY AMBASSADOR FOR 2010

Cheltenham Racecourse has announced that Georgie Browne, partner of Champion Trainer Paul Nicholls, will be the Official Ambassador for Ladies Day 2010 at The Festival next year. Ladies Day will take place on Thursday, March 18, the third day of the four-day Festival.

As the Official Ambassador, Georgie will be involved in a number of promotional and media events in the run up to the day. She will be working closely with the racecourse to encourage more women to attend Ladies Day while also helping the fundraising drive for Cancer Research UK, the Official Ladies Day Charity for 2010.

Georgie, who grew up in Lambourn, Berkshire, was formerly a trainer herself. She and partner Paul now live together at the couple's home in Ditcheat, near Shepton Mallet in Somerset. Having previously ridden out Denman and Kauto Star during training sessions, Georgie is now work rider for, the dual Seasons Holidays Queen Mother Champion Chase winner, Master Minded.

Georgie said: "I am thrilled to be the Ladies Day Ambassador for 2010. As someone who lives for jump racing, I want to encourage more women to attend The Festival and see for themselves how thrilling a day at the races can be. Ladies Day at Cheltenham has grown over the past few years to become a great social event which also celebrates the part women have to play in racing. The atmosphere at The Festival is truly unique and I look forward to being closely involved with Ladies Day this season".

Ladies Day was launched in 2007 and now stands alone as an important part of The Festival. A number of special events take place on Ladies Day, including the highly coveted Fashion Awards which attract hundreds of participants annually. As in previous years, there will also be the presentation of "The Outstanding Contribution made by a Lady to Jump Racing Award". The 2009 award was presented to Nina Carberry, the top female Jump Jockey.