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MEDIA RELEASE

Narrogin Hosted Icons to Celebrate the 150th Melbourne Cup

Narrogin joined the 150th Melbourne Cup celebrations today when the Victoria Racing Club (VRC) arrived in town as part of the 2010 Emirates Melbourne Cup Tour, an annual journey offering local communities an opportunity to experience the magic of the coveted trophy first hand.

Reinforcing the Cup's 150-year influence in shaping the nation's sporting, social and cultural heritage, the 2010 Emirates Melbourne Cup Tour visited Narrogin, one of 32 Australasian host destinations, to pay tribute to cities, regional and rural destinations intrinsically linked to the race's rich history.

To highlight the allure of the Melbourne Cup, champion jockey **Mr John Marshall**, who rode *Rogan Josh* to Melbourne Cup victory in 1999, escorted the trophy as a Tour Ambassador, providing the local community with an exclusive insight into his personal memory of the experience.

The coveted trophy, valued at more than \$150,000, featured at a full day of free community events staged to celebrate the arrival of the 2010 Emirates Melbourne Cup Tour in the region, with an exclusive appearance at the Kulin Bush Races.

To kick start the day's events, the Cup made an exclusive appearance at Mackie Park where the local community welcomed the iconic trophy to town with a charity barbeque breakfast, raising funds for the Royal Flying Doctors Service.

The Tour crew then visited Karinya Aged Hostel to share morning tea with Narrogin's senior citizens who were mesmerized by the 2010 Emirates Melbourne Cup.

The Cup then set off to the outback for the Kulin Bush Races, an iconic picnic race event that epitomises the spirit of Australian racing, where more than 4,000 race-goers were thrilled to be part of the 150th Melbourne Cup celebrations.

The crowd was in high spirits with an influx of festivities including the AFL Grand Final replay, horse races, a humorous sheep race and an opportunity to see the Emirates Melbourne Cup.

The day wrapped up with a dinner hosted by the Narrogin Racing Club Committee, where guests enjoyed dinner whilst being entertained by Tour Ambassador, John Marshall's Melbourne Cup memories.

Jon Menzel, Manager at Narrogin Racing and the official organiser for the 2010 Emirates Melbourne Cup Tour's visit to Narrogin and Kulin, was thrilled to have the opportunity to host the Cup.

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"We appreciate the VRC selecting Narrogin as a host destination for the 2010 Emirates Melbourne Cup Tour. It has been an honour to be involved. The entire community has eagerly awaited the visit for their chance to see the trophy first hand," said Mr Menzel.

Resident historian at the VRC and author of the three volumes of *The History of Australian Thoroughbred Racing*, Dr Andrew Lemon accompanied the trophy and is delighted to visit towns intrinsically connected to the Melbourne Cup.



"We are thrilled to share the 150th Melbourne Cup celebrations with Narrogin, this milestone year offers the VRC an opportunity to pay tribute to the heroes, stories and destinations that have shaped the history of our nation's great race," said Dr Lemon.

Celebrating the cultural and social significance of the iconic trophy, the 2010 Emirates Melbourne Cup Tour will travel more than 41,000 kilometres, visiting Sale (VIC), Adelaide (SA), Streaky Bay (SA), Port Lincoln (SA), Jamestown (SA), Broken Hill (SA), Brisbane (QLD), Bendigo (VIC), Geelong (VIC), Werribee (VIC), Sydney (NSW), Ballarat (VIC), Warrnambool (VIC), Birdsville (QLD), Richmond (QLD), Winton (QLD), Hobart (TAS), Perth (WA), Narrogin (WA), Port Hedland (WA), Timaru (NZ), Hawkes Bay (NZ), Cambridge (NZ), Nowra (NSW), Condobolin (NSW), Scone (NSW), Wingham (NSW), Port Macquarie (NSW), Gold Coast (QLD), Ipswich (QLD), Darwin (NT) and finally Melbourne (VIC).

Each destination will stage a range of events to celebrate the arrival of the Cup, including gala balls, charity dinners, cocktail parties and civic receptions.

Since the Tour's inception eight years ago, the Emirates Melbourne Cup has travelled more than 186,000 kilometres and visited more than 150 towns and cities across Australasia, providing communities with an exclusive opportunity to see one of the world's most iconic trophy's up close and personal.

The Emirates Melbourne Cup Tour will set off for Port Hedland next Monday, 4 October, before continuing its journey across Australia and New Zealand and returning home to Flemington on the first Tuesday in November for the 150th running of the Melbourne Cup.

The famous 'Loving Cup' trophy has been travelling on a 220-day world tour, visiting many international destinations including Tokyo, Los Angeles, Dublin, London, Singapore, Hong Kong and Dubai. It will also travel to Auckland in next week.

For further information or to track the Tour's progress please visit www.melbournecup.com.au

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For more information, please find a talent biography and an Emirates Melbourne Cup Tour backgrounder attached. For all media enquiries, contact Lauren Zammit, Wrights PR, 0414 655 142, lzammit@wrights.com.au

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