

## **MEDIA RELEASE**

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### **Face of country racing heads to the Wheatbelt**

The 'Face' of WA Country Cups, Alana McLean, will head to the Wheatbelt next month for the Narrogin Cup Day, on Sunday 19<sup>th</sup> April 2015.

In July 2014, Ms McLean's love of racing combined with all things fashion saw her appointed as the first face of WA Country Cups by Racing and Wagering WA (RWAA), an initiative supported by Tourism WA and Royalties for Regions – which was specific to Broome, Kalgoorlie and Bunbury rounds.

Now leading into 2015, RWAA are extending the support of the 'Face' to other race clubs, with Ms McLean supporting major country race meetings across all of WA, including Narrogin.

Ms McLean will be amongst all the racing action at the 2015 Narrogin Cup Day and will also be a guest judge for the annual Fashions on the Field, with prizes awarded to the best dressed male and female.

"I am excited to be judging the fashions at this year's Cup Day and looking forward to seeing race-goers bringing their own unique racing style to the course," said Ms McLean.

"This season's racing fashion is still showing influences of the 1950's with full skirts and feminine tailoring. Printed patterns and soft pastels are also on trend but above all race day fashion is about classy, classic attire and millinery is a must!"

Ms McLean's role as the face of racing, is to promote WA's leading regional race meetings.

"It's fantastic to be involved in such a great initiative that showcases all that country racing has to offer," said Ms McLean.

"Country racing is about uniting members of regional communities and visitors from the Perth metropolitan area, to celebrate a day of fun, fashion and the enjoyment of watching country racing at its best," said Ms McLean.

For six years, Ms McLean worked in Public Relations and Marketing roles for the WA Racing Industry, as well as being heavily involved in the fashion industry, working as a publicist for Telstra Perth Fashion Festival.

Her love of fashion has also meant that WA regional race rounds have provided a perfect platform to showcase local designers to race-goers on course and to the expanding audiences following racing and racing fashion via social media.

"It is important that we support our Western Australian designers and milliners, especially those located in regional areas," said Ms McLean.

**ENDS**

### **WA COUNTRY CUPS**

WA Country Cups is an initiative by Racing & Wagering WA, fostering the development, promoting the welfare and ensuring the integrity of both metropolitan and country racing across the State, in the interests of its long term sustainability.

The initiative launched in 2012 and was funded by Tourism WA's Regional Events Program jointly funded by Royalties for Regions, which was specific to Broome, Kalgoorlie and Bunbury rounds. The funding provided enhanced marketing and events management initiatives to create and elevate peripheral activities around regional thoroughbred race meets in these regional areas.

Now in 2015, RWAA are extending their promotional support to other race clubs, supporting major country race meetings across all of WA. WA Country Cups work with the local race clubs to promote their major race day, involving local community businesses and organisations wherever possible.

## CONTACT DETAILS

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