

RELEASE

RACE is rolling out a new approach to managing BYO, with restrictions being put in place for all major event days at its 3 venues – Trentham, Awapuni and Otaki. This starts with a complete BYO alcohol ban at the upcoming Marton Cup premier race day at Awapuni, and for all three days of the Century City 2010 Wellington Cup Carnival at Trentham, a move endorsed by Police and local authorities.

“Recognising the responsibility to regulate drinking behaviours at our venues as well as acknowledging we need to operate in a commercially focussed manner, RACE are adopting BYO bans on all premier racing and event days” says RACE Chief Executive Matt Reid.. Traditionally a BYO ban has only been in place for Wellington Cup Day and Boxing Day at Awapuni. BYO with limits applied will still be permitted on non premier or smaller event days.

The Trentham Music, Wine & Racing Festival on day one of the Wellington Carnival faces a complete BYO ban for the first time this year. “We have invested significantly in this event, with live music featuring The Feelers, 10 boutique wineries exhibiting and of course Group One racing on the day. By instigating a complete BYO ban we are strengthening our community partnerships to ensure a safe environment for all involved, and at the same time ensuring the entertainment on and off the track is preserved in the manner it commands” says Mr Reid.

Similarly during the Summer Festival Races, on Wellington Anniversary Monday, there will be a ban on BYO alcohol. “We acknowledge the family focus of this day and will be recognising such with significantly reduced beverage prices at multiple beverage outlets on the day for the Mum and Dad race goer” urges Mr Reid.

The recently publicised unsavoury behaviour at sporting events, including racing, fuelled by excessive alcohol consumption throughout New Zealand and across the Tasman has been the driving force behind RACE Incorporated managements resolve to take control of their three venues. “We are here to provide high quality entertainment on and off the track and in today’s environment need also to be operating in a commercially focussed manner. Safety of our visitors is paramount” says Mr Reid, “by enforcing the BYO alcohol bans at our venues we want to assist the community and the Police in the regulation of drinking behaviours”.

Area Commander for Police Mike Hill says “Upper Hutt Police are pleased to be involved with the planning and policing of Wellington Cup Carnival. Police will have a large visible presence at key events during Carnival, and throughout the season”. Inspector Hill adds “to avoid problems people need to consider how they intend to travel to and from Trentham – particularly if they’ve been drinking alcohol. Please look after your mates and ensure they have sufficient food to match their alcohol consumption so they don’t spoil your day or any one else’s. I hope everyone has a great time at Trentham which is a world class venue, in the beautiful Upper Hutt sunshine”.

The complete BYO ban enforces zero tolerance with alcohol confiscated at the search points prior to entry to the racecourse. “This is a bold move on our behalf, where traditionally visitors have been permitted to bring their own alcoholic beverages to the races. We will continue to offer a wide variety of products at competitive prices and believe these changes will result in an enhanced entertainment experience for all”.

ENDS

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