



MEDIA SOLUTIONS



**MEDIA RELEASE  
AUGUST 23, 2016**

## **ADVERTISERS SWAP THE GLITZ & GLAMOUR OF THE SPRING RACING CARNIVAL FOR GUMBOOTS & BACON ROLLS AT DAWN**

It was the launch of the Spring Racing Carnival with a difference this morning, when at the crack of dawn, bleary eyed marketers and advertisers donned their gumboots at Caulfield Race Track to see the first batch of Group One runners go through their paces at the morning Jump Outs.

The breakfast event, aptly named *Spring Racing Carnival 'Unplugged'* was hosted by The Big Boutique to launch its client RSN Racing & Sport 927am's Spring Racing Carnival Packages on the sport and racing station, formerly 3UZ.

David Hoyle, Managing Director of The Big Boutique, which has sole sales representation for RSN Racing & Sport 927am, said this morning's event gave advertisers a rare 'unplugged' experience of one of the biggest and most lucrative sporting carnivals on the Australian sporting calendar.

"The Spring Racing Carnival represents unprecedented access for advertisers to an industry which is one of the largest employers in this country," said David.

"As the voice of the Spring Racing Carnival, RSN Racing & Sport 927am is the only commercial radio station which reaches this entire industry of sport and racing enthusiasts in a single broadcast right across Victoria."

All enquiries regarding Spring Racing Carnival Advertising and Sponsorship Packages should be directed to David Hoyle 0418 686 602.

**Ends**

**Pic attached**

**For further information:**

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