

# MEDIA RELEASE



THOROUGHBRED RACING SA

EMBARGOED until May 5, 2012

## Hayley Pearson named *Fashion at The Races* Ambassador

SAFM presenter Hayley Pearson has been named as the new Ambassador of *Fashion at the Races* – South Australia's richest racing fashion competition.

Hayley will officially assume the role for the 2012/2013 season following today's inaugural *Fashion at The Races* State Final at Centrebet South Australian Derby Day, Morphettville Racecourse.

Hayley takes over from current Ambassador and Ten News presenter, Kate Freebairn.

SA-born Hayley established a career in the media working on radio in Melbourne for a number of years, before returning to Adelaide to host SAFM's top rating breakfast show 'Hayley, Craig and Rabbit'. She is also a regular correspondent on Channel TEN's 'The Project', and often touted as one of Adelaide's best-dressed celebrities. She has fond memories of dressing up for the races.

"Growing up in Adelaide, I have so many great memories of the Oakbank Races, all of which involve fashion!" Hayley said.

"I am so truly honoured to be named *Fashion at The Races* Ambassador. It's such an exciting opportunity for me. Although, the pressure is on now, I have to make sure I'm on trend too!

"I absolutely love fashion and have always thought that dressing for the races is unlike any other event. I'm really looking forward to checking out some of SA's most stylish and fashionable men and women at different racing events. I think South Australian racegoers are so much more stylish and fabulous than all the other states!"

Hayley has a keen eye for fashion and will host several *Fashion at The Races* events across SA over the coming year. The Gawler Cup in September will be her first official appearance.

"To me, the races are all about class and style with - of course - a touch of personality. I've heard that velvet and felt are big this winter and so I'll be looking out for this season's trends over the coming months. The number one rule I learnt growing up is - Girls, we can't show leg *and* cleavage. It's one or the other! I need to remember that, too, when dressing for my first racing carnival in September."

Thoroughbred Racing SA Marketing Manager Jane Wellington said Hayley was the perfect fit for the role.

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“It has been a pleasure working with Kate Freebairn who has done a wonderful job in helping us to launch South Australia’s first ever state wide racing fashion competition – we now look forward to working with Hayley to continue to grow the event for the upcoming season,” Ms Wellington said.

“We considered a number of people for this role but we approached Hayley because she had all the elements we were after.

“Hayley is an Adelaide local who’s quickly making a name for herself nationally on TV and radio. She’s an energetic young mum but also an experienced, enthusiastic speaker. We think she’ll be great at encouraging racegoers across SA to glam up for the races and have a crack at the prize,”

“She also knows how to dress well and will have no trouble looking the part and scouting the track for fashion talent.”

*Fashion at The Races* is a year-long, state wide style search featuring SA racing’s richest ever fashion prize pool.

Fifteen of the state’s most stylish racegoers will be selected over 26 race meetings throughout the year, culminating next year on South Australian Oaks Day at Morphettville Racecourse, Adelaide.

Today current Ambassador Kate Freebairn will be at SA Derby Day to crown the inaugural winner, who will drive away in a Volkswagen Polo.

Hayley will also attend today’s SA Derby Day celebrations to host a Liza Emanuele racewear parade in the SAFM Diamond Lounge.

Entrants to *Fashion at The Races* must be 18 or over and are judged on appropriateness of the outfit for the particular event, originality and confidence, attention to detail with accessories, appreciation of current fashion trends, grooming and deportment.

The major prize for the 2012/2013 *Fashion at the Races* season is a MINI Ray worth over \$25,000 with next year’s official fashion partner Perri Cutten providing a \$3,000 raceday wardrobe for the runner-up.

The first heat of the new season will be held tomorrow (May 6) at the Scott Group of Companies Millicent Cup in Penola.

For further information visit [www.theracessa.com.au](http://www.theracessa.com.au)

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