



In partnership with

RACING UK | HD

www.rewards4racing.com

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Rewards4Racing extends partnership with Racing UK

Rewards4Racing is delighted to announce an extension of its partnership with Racing UK enabling its members to redeem their points to save money on existing and new Racing UK memberships and Day Passes.

As well as being able to redeem points for tickets to over 350 race meetings annually at all 15 Jockey Club Racecourses and York Racecourse, Rewards4Racing members will now also be able to spend their points on Racing UK's great range of television products.

Following the announcement Josh Apiafi, Founder and Director of Rewards4Racing said, "The addition of Racing UK to our ever-expanding range of redemption items will give racing fans the chance to make their passion more affordable, whether that be by viewing at home or on a racecourse."

Clive Cottrell, Director of Marketing of Racing UK, added, "We are delighted to further our relationship with Rewards4Racing by becoming their first non-racecourse redemption partner. This will offer savings for new and existing Racing UK memberships, as well as Day Passes."

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About Rewards4Racing

- From Monday 8th August 2016 Rewards4Racing members will be able to spend points on Racing UK memberships and Day Passes;
- Racing UK are the first non-racecourse redemption partner to join the programme;
- Rewards4Racing launched in January 2011 and is British horse racing's award winning loyalty programme with over 1 million members;
- Members collect points when purchasing raceday tickets to any of our 16 racecourse partners, shopping online with over 4,000 retailers and betting online with Coral, Betfred and bet365;
- 135,000 raceday tickets were purchased by Rewards4Racing members using points throughout 2015.

About Racing UK

- Racing UK is the premier independent horseracing broadcaster in the UK and Ireland. The specialist channel was set up in 2004 and is dedicated to broadcasting more than 730 live race meetings a year with commentary, debate and tipping from 34 of the UK's top racecourses, now in stunning HD. Visit racinguk.com for more.

