



www.rewards4racing.com

**REWARDS4RACING LTD, THE STABLES, CATTON HALL ESTATE, CATTON, SOUTH DERBYSHIRE. DE12 8LN
TEL: 01283 711420 EMAIL: hello@rewards4racing.com**

PRESS RELEASE - YORK RACECOURSE JOINS REWARDS4RACING

- From Thursday, 30th April 2015 Rewards4Racing members will be able to collect and spend R4R Points on their online ticketing transactions with York Racecourse
- York is the first racecourse to join the programme outside The Jockey Club racecourse group
- Rewards4Racing, which launched in 2011, has over 680,000 members who collected over 200 million R4R Points in 2014 and purchased over £26 million worth of tickets to JCR fixtures.

York Racecourse launched today on the award winning Rewards4Racing loyalty programme. The programme, which has been backed by The Jockey Club since its inception in January 2011, had previously been exclusive to The Jockey Club's tracks. However, from today, York Racecourse customers and Rewards4Racing members will be able to collect and spend their points on their online general admission ticketing transactions with York.

The launch of York on to the Rewards4Racing programme comes at an opportune time with The Dante Festival, the course's opening fixture, starting on Wednesday 13th May. York has also just completed a major redevelopment of its paddock-side facilities; including a new state of the art weighing room, champagne bar and parade ring restaurant.

James Brennan – Head of Marketing and Sponsorship at York Racecourse, said "It's fantastic news that we'll be joining Rewards4Racing. We have been following the programme's success with interest over the past 4 years and we are delighted to have been asked to join as the first non-Jockey Club course. The programme will give us an opportunity to reward our most loyal customers as well as enabling us to welcome existing Rewards4Racing members to all fixtures on the Knavesmire, including the Dante and Ebor Festivals as well as popular summer Saturdays and even a music and racing evening where Sir Tom Jones will be performing with us. We look forward to being a part of the programme's continued success."

Paul Fisher – Group Managing Director of Jockey Club Racecourses, said "I am really pleased to welcome York Racecourse to Rewards4Racing. As the leading commercial group in British Horseracing, it was always our aim to expand the very successful rewards and loyalty programme that we helped establish and I'm delighted that York have decided to join us. York's ethos is very similar to The Jockey Club, with its profits reinvested back into the sport and a commitment to staging quality racing."

Josh Apiafi – Co-founder of the programme, commented "Today's announcement will be extremely popular with our membership base as it's our first course in the North that lies to the east of the Pennines and it has a top class fixture list throughout the flat season. It has been an incredibly quick and smooth process to integrate York Racecourse with Rewards4Racing and I would like to thank both the York and Rewards4Racing teams for their hard work in delivering this great opportunity for our members."

