



Goodwood awarded Best Campaign at RCA Showcase & Awards

Goodwood Racecourse won the highly competitive 'Best Campaign' category at the ninth annual RCA Showcase and Awards on Thursday 8 November, as well as receiving a Highly Commended award in the 'Operational Excellence' category and being nominated as a finalist in the 'Love of the Sport' category.

Across a sparkling awards night held at Aintree Racecourse, there were a total of 15 awards handed out by GB hockey gold medallist Sam Quek MBE and jump jockey Katie Walsh. The 2018 Best Campaign Award was won by Goodwood for the supporting campaign behind the Magnolia Cup presented by Swarovski at this year's Qatar Goodwood Festival. The judges were delighted by the emphasis placed on the competitors and their stories to help narrate this special event and drive both ticket sales and charity awareness.

The 2018 Magnolia Cup presented by Swarovski was the eighth running of the race and estimates indicate that well over £200,000 has been raised for Cancer Research UK this year. Since the race's inception, over £1.4m has been raised for various charities.

Royal Windsor won the Operational Excellence category, but the judges felt that Goodwood's submission for its improvements to the Richmond Enclosure was worthy of a Highly Commended award. The Racecourse has invested significantly in facilities this year, including an overhaul of the betting facilities, a new café inside the March Stand and a brand new £2.5m Champagne Bar.

Goodwood also submitted its work to recognise the commitment of stable staff, which included running a £1,000 competition on social media and hosting social initiatives during the Qatar Goodwood Festival. The submission was nominated as a finalist in the Love of the Sport category, which was won by Sandown Park.

Alex Eade, General Manager of Goodwood Racecourse, who received the award alongside Sarah Bullen, Lewis Donovan and Joseph Daborn, said; "We are delighted to have been awarded Best Campaign at this year's RCA Showcase Awards for the Magnolia Cup presented by Swarovski. The race has been an integral part of the Qatar Goodwood Festival since its inception and this year the buzz around it was phenomenal. To be Highly Commended in the Operational Excellence category for the improvements we made to the Richmond Enclosure, as well as receive a nomination for the Love of the Sport category for recognising the commitment of stable staff, is testament to the enormous work put in by the Racecourse team."

For the full list of 2019 fixtures and to purchase tickets, please visit Goodwood.com or call the Ticket Office team on 01243 755055.

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