



SARATOGA[®]
RACE COURSE 2011

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2011 SARATOGA PRESS KIT

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HISTORIC SARATOGA CONTINUES RACING TRADITION FOR 143rd YEAR

SARATOGA SPRINGS, N.Y. – A horse named Kentucky took the first running of the Travers at Saratoga Race Course on August 2, 1864, and in the ensuing years champion after champion has listed the “Midsummer Derby” prominently on their glittering resumes.

When Saratoga Race Course opens its gates for the 143rd time on Friday, July 22, the Grade 1, \$1 million Travers will again be the centerpiece of a 40-day meet that brings together the finest horses, top jockeys, and best trainers in the country, and with good reason. With live racing every day except Tuesday, the Spa offers 52 stakes races, including 17 Grade 1’s worth \$6.65 million, good for at least one stakes every live racing day through Labor Day, September 5.

The top trainers on The New York Racing Association, Inc. (NYRA) circuit are based in Saratoga for the meet, including Todd Pletcher, Christophe Clement, Linda Rice, Chad Brown and Hall of Famers Bill Mott, Nick Zito and Allen Jerkens. Saratoga is also the summer home of H. Graham Motion, trainer of Kentucky Derby winner Animal Kingdom; Dale Romans, trainer of Preakness winner Shackleford, and Hall of Famers Bob Baffert, D. Wayne Lukas, and Jonathan Sheppard.

Heading a sizeable contingent from Kentucky is Al Stall, whose Blame won last year’s Grade 1 Whitney en route to beating Zenyatta in the 2010 Breeders’ Cup Classic. Also coming in from the Bluegrass state are Neil Howard, Ian Wilkes, Steve Margolis, Dallas Stewart, Ronny Werner and Rusty Arnold.

New faces in for the meet include David Fawkes, who opened a string in New York this spring; Charles Lopresti, who shipped in to take last year’s Grade 1 Forego with Here Comes Ben; Donnie Von Hemel, who trains 2011 Grade 2 Peter Pan winner Alternation, and Joan Scott, the Keeneland-based trainer whose Dr. Zic won the 2010 Grade 1 Vinery Madison.

The Spa’s stakes action begins on opening day with the Grade 3, \$100,000 Schuylerville for 2-year-old fillies, the first of six graded main track events for freshman runners building up to the prestigious Grade 1, \$250,000 Three Chimneys Hopeful Stakes on Labor Day.

The Grade 1 parade swings into action on Saturday, July 23, with the TVG Coaching Club American Oaks for 3-year-old fillies, continues the following weekend with the Diana for turf fillies and mares on Saturday, July 30, and the Ruffian for fillies and mares on Sunday, July 31. Two Grade 1’s anchor the first Saturday in August – the \$750,000 Whitney Handicap and the \$250,000 Test for 3-year-old fillies – with the \$250,000 Alfred G. Vanderbilt for sprinters on Sunday, August 7 wrapping up the weekend.

Midway through the meet, the 1 ½-mile, \$500,000 Sword Dancer Invitational for turf horses takes center stage on Saturday, August 13, and 3-year-old fillies get their turn to shine in the 1 ¼-mile \$500,000 TVG Alabama on Saturday, August 20.

Steeplechase racing, long a tradition at Saratoga, has an expanded role with two races on select Thursdays during the meet, and is highlighted by the 70th running of the Grade 1 New York Turf Writers' Cup on Thursday, August 25.

The August 27 Travers, which last year featured Afleet Express in a thrilling nose victory over Fly Down, is supported by a spectacular undercard that includes the Grade 1 Foxwoods King's Bishop for 3-year-old sprinters and the Grade 1 Ballerina for filly and mare sprinters. Also on the day's card, which has a special first race post time of 11:35 a.m., is the Grade 2 Ballston Spa for turf fillies and mares and the Grade 3 Victory Ride for 3-year-old filly sprinters.

Adding a Grade 1 exclamation point to the Travers weekend is the \$300,000 Personal Ensign for fillies and mares on Sunday, August 28.

Bringing the meet to a spectacular finish over the Labor Day weekend are a quartet of Grade 1's: the seven-furlong Forego and the 1 1/8-mile Woodward on Saturday, September 3, the Spinaway for 2-year-old fillies on Sunday, September 4, and the Three Chimneys Hopeful for 2-year-olds on Monday, September 5.

The winners of five of the Spa's stakes are guaranteed an automatic berth in the 2011 Breeders' Cup, beginning with the Ruffian (Ladies' Classic) and continuing with the Whitney (Classic), Ballerina (Filly & Mare Sprint), With Anticipation (Juvenile Turf), and Three Chimneys Hopeful (Juvenile).

Competition for the H. Allen Jerkens training title is expected to be fierce again this year. Named last year in honor of the Hall of Fame trainer, top honors went to Pletcher, who finished with 36 wins, 16 ahead of Rice. Mechanicville native Chad Brown was third in the standings with 17 victories.

Among the jockeys, John Velazquez ended Ramon Dominguez' streak of 10 consecutive NYRA meet titles when he brought home 57 winners, edging Javier Castellano by three wins, while Mike Repole emerged as the leading owner with 13 winners.

NBC SPORTS GROUP PRESENTS “SUMMER AT SARATOGA” SERIES

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) and the NBC Sports Group announced a partnership to broadcast “Summer at Saratoga,” live racing from Saratoga Springs, N.Y., over seven weekends this summer beginning on July 23 and including the famed \$1 million Travers Stakes on August 27. The announcement was made by C. Steven Duncker, NYRA Chairman and Jon Miller, President, Programming, NBC Sports and VERSUS. This agreement marks the most extensive live national television coverage of racing from Saratoga Race Course.

“This is a unique opportunity to expand our coverage of thoroughbred racing with these great races from Saratoga, a truly iconic venue,” said Miller. “This partnership with NYRA cements the NBC Sports Group’s commitment to the sport which already includes long-term deals for the Triple Crown with Churchill Downs for the Kentucky Derby, in addition to the Preakness and Belmont.”

“We are elated to partner with the NBC Sports Group for this landmark agreement,” said Duncker. “Year after year, Saratoga Race Course is synonymous with the best thoroughbred racing in the country, and the NBC Sports Group is the perfect family of networks to bring this experience to a national audience. By first uniting the Triple Crown races, and now covering the Saratoga meet in a manner never done before, NBC has demonstrated an incredible commitment to thoroughbred racing and we are proud to be a part of their team.”

NBC SPORTS GROUP SUMMER AT SARATOGA COVERAGE (All Times ET)

July 23	TVG Coaching Club American Oaks	5-6 p.m.	NBC
July 30	Diana & Jim Dandy	5-6 p.m.	VERSUS
Aug. 6	Whitney & Test	5-6 p.m.	VERSUS
Aug. 7	Vanderbilt & Honorable Miss	5-6 p.m.	VERSUS
Aug. 13	Sword Dancer	5-6 p.m.	VERSUS
Aug. 20	TVG Alabama	5-6 p.m.	NBC
Aug. 27	Travers & Foxwoods King’s Bishop	5-6 p.m.	NBC
Sept. 3	Woodward & Forego	5-6 p.m.	VERSUS

Saratoga Race Course was named one of Sports Illustrated’s Top 10 Venues of the 20th Century. From late July through Labor Day, many of the sport’s top owners, trainers, jockeys, and horses gather in Saratoga Springs for the premier thoroughbred racing meet in the country. First held in 1863, the Saratoga meet now draws more than 20,000 passionate racing fans to the track on a daily basis.

NBC SPORTS AND HORSE RACING: The NBC Sports Group is the exclusive home to Horse Racing’s Triple Crown. This marks the first time that all three races will be on one network since NBC last aired the Triple Crown in 2005. NBC has been the exclusive home of the Kentucky Derby and the Preakness Stakes since 2001.

GATES SWING OPEN EARLY FOR 31st ANNUAL OPEN HOUSE AT SARATOGA RACE COURSE, PRESENTED BY HANNAFORD SUPERMARKETS

SARATOGA SPRINGS, N.Y. – The familiar gates of Saratoga Race Course will open five days early as the Spa prepares to host its annual pre-season preview party, the 31st annual Open House. A Saratoga tradition held prior to the start of racing season at North America's most historic thoroughbred racetrack, Open House returns to offer a full day of attractions, games and activities on Sunday, July 17.

Presented by Hannaford Supermarkets, the 31st annual Open House will be held from 11 a.m. to 4 p.m. and will feature carnival games, lively music, giant inflatables, circus shows, handicapping seminars and an array of food and beverages – all to benefit local charities. Admission and parking are free.

In the tradition of the popular banner day ceremonies at the ballparks, Saratoga fans will have an opportunity to create and display their best Travers-themed poster in the inaugural Open House poster parade. Fans can bring a poster to the track or create one on site with staff from the Tiny Tots Tea Room. All materials will be provided. Registration will be from 11 a.m. to 2 p.m. The poster parade will take place on the apron at 2:30 p.m. before a panel of judges. The grand prize winner will have the opportunity to name a race and present a trophy in the winner's circle during the summer meet. Second and third place contestants will also receive prizes.

Fans will have their first chance of the season to pick up a Jockey Autograph Book with a voluntary contribution to benefit the Permanently Disabled Jockeys Fund. The autograph books will be distributed on track by Hannaford Supermarkets, the sponsor of the 2011 edition. Headed by John Velazquez, the colorful 20-page book features a full page for the top 12 leading jockeys by the number of wins at Saratoga in 2010, along with photos and fun facts for each.

Fans will also have the opportunity to purchase a 2011 Saratoga season pass at the Grandstand Customer Service Center. The passes, \$75 for clubhouse admission and \$35 for grandstand, are good for the entire 40-day Saratoga meet, including Travers Day on Saturday, August 27. Season pass sales will get underway at Saratoga Race Course on Wednesday, July 13. The passes will be available at the Saratoga Reserved Seating Office from 10 a.m. to 4 p.m.; cash or credit cards accepted.

The National Steeplechase Association will get a jump on the racing season by presenting hurdle races. No pari-mutuel wagering is available on these races which get underway every 45 minutes beginning at 1:30 p.m.

Another highlight of the day for horse lovers is the Islip Horsemen's Association Long Island Drill Team. The team, which has participated in various distinguished events including the Macy's Thanksgiving Day Parade, will demonstrate its moves and skills as more than a

dozen horses execute intricate pinwheels, circles, and “V” formations. The team will perform on the main track at 11:15 a.m. and 12:45 p.m.

Open House will include the eighth annual mascot race, which pits famed mascots from local sports teams and well-known brands in a one-of-a-kind race down the main track. Post time is noon.

The Children’s Museum of Science and Technology will make a stop at the Open House with its educational and explorative Leaping Lizards and Rocking Reptiles exhibit. Kids and families will have a chance to meet these fascinating cold-blooded creatures, while learning about their behaviors, habitats and lifestyles. These captivating demonstrations can be enjoyed under the Carousel at 11:15 a.m., 12:30 p.m., 1:45 p.m. and 3 p.m.

The backyard will play host to a variety of activities including pony rides, inflatables, face painting, caricatures and a petting zoo. Young racing fans can participate in the interactive Backyard Circus in the festival tent or catch some air on the popular bounce inflatables.

Open House will also feature live music from the strolling swing band Captain Squeeze & the Zydeco Moshers.

Patrons can get a glimpse into the inner workings of the track with free backstretch tours every half hour beginning at 11 a.m. at the Clubhouse entrance.

Designed to support community organizations, Saratoga’s Open House annually generates thousands of dollars for local not-for-profit groups through the sale of food and beverages.

Visitors can choose from a variety of tasty treats, including hamburgers, fried dough, sausage and peppers, and ice cream sandwiches. All proceeds benefit area charitable organizations such as Beagle School, Brookside Museum, Jewish Community Center, Knights of Columbus, St. Clements, GSNENY, Racing City Chorus, Saratoga EOC, Saratoga Rowing Association, Saratoga-Wilton BPOE, Watervliet Civic Center and many others.

For a small fee, visitors can have their day at the races commemorated with a special photo laminated on a 3”x 4” photo magnet. All proceeds benefit the Make-A-Wish Foundation.

Additionally, the Saratoga Economic Opportunity Council, a non-profit program that provides aid to low- and/or fixed-income families in need, will greet patrons at the gates in an effort to collect non-perishable canned goods.

SARATOGA RACE COURSE HEADS TO THE TOP OF THE CLASS
WITH THIRD ANNUAL COLLEGE DAY

SARATOGA SPRINGS, N.Y. – Saratoga Race Course will welcome college students back to their favorite course with the third annual College Day on Friday, July 29.

The New York Racing Association, Inc. (NYRA) will offer college students in attendance for the upcoming academic year the chance to win a series of \$1,000 scholarships. NYRA will award a \$1,000 scholarship following each race held throughout the day.

Track goers of all ages will also be invited to show their school spirit by donning their alma mater's colors or favorite collegiate team's gear for the chance to win special prizes throughout the day.

“We are excited to welcome current and former students alike to demonstrate their collegiate pride at the third annual College Day at Saratoga Race Course,” said NYRA Executive Vice President and COO Hal Handel. “We look forward to ensuring a bright future for students by offering the chance to win scholarship money and other great prizes to get them off to the right start in the new school year.”

Beginning at noon, students may register to win the scholarships and many other prizes at the Big Red Spring located in the backyard. The first 1,000 students to register will receive a commemorative College Day T-shirt.

The University of Arizona's Race Track Industry Program (RTIP) will also supplement NYRA's offer with an additional \$2,000 in scholarship money, for a grand total of \$3,000, for those students accepted into its innovative track management program at the University of Arizona.

Additionally, the Race for Education will participate in College Day by underwriting the Olivia M. Saylor/Fleet Indian Scholarship for \$1,000. The scholarship is in memory of Olivia M. Saylor who died tragically on January 1, 2011. Olivia's father, Paul Saylor, is a board member of the Race for Education which has provided college scholarships over the last five years to New York residents whose families are involved in the thoroughbred industry. The Olivia M. Saylor/Fleet Indian Stakes will be run at Saratoga Race Course on Sunday, July 31.

All students will receive free grandstand admission with a valid college ID. Students will also have the chance to win a number of great prizes and giveaways, including an iPod and gift cards to various area businesses.

A special “Student Zone” area will be designated near the Paddock to provide College Day attendees with an exclusive place to relax and enjoy the races. The area will feature live acoustic music and special décor.

Track attendees will also have the opportunity to display their college pride on more than just their sleeve with special face painting of college letters, logos and colors.

Additionally, college and university mascots from schools throughout the greater Capital Region will stroll the track to distribute prizes to those showing their school spirit.

Colleges interested in taking part in the day's activities at Saratoga Race Course should contact Ed Lewi Associates at 518-383-6183.

EXPANDED SARATOGA HANDICAPPING TOURNAMENT AUGUST 10-11

SARATOGA SPRINGS, N.Y. – Debuting an expanded 150-player format in 2011, the second annual Saratoga Handicapping Tournament is set to take place Wednesday, August 10 and Thursday, August 11, at Saratoga Race Course.

With \$150,000 in prize money and a trip to the *Daily Racing Form*/National Thoroughbred Racing Association National Handicapping Championship at stake, the Saratoga Handicapping Tournament will be held in the At the Rail pavilion overlooking the historic racetrack, with the top three finishers to represent the Spa at the January 2012 national tournament in Las Vegas.

In addition to prize money, the top three will receive airfare reimbursement and hotel accommodations for the DRF/NTRA tournament, courtesy of The New York Racing Association, Inc. (NYRA).

First place in the two-day tournament is worth \$75,000 and cash prizes will be offered to all of the Top 10 finishers. Additionally, the leader after Day One, and the contestant with the highest Day Two bankroll, will each receive \$1,500.

As an added bonus, NYRA will host a cocktail reception for contestants and their paid guests at The Post, the open-air bar adjacent to the paddock, on the first night of the tournament. A buffet lunch will be provided to players both days in the At the Rail pavilion.

Entry fee for the inaugural Saratoga Handicapping Tournament is \$1,000 with all entry fees returned as prize money. One entry per contestant only. Contest tracks on Wednesday, August 10 will be Saratoga, Delaware Park and the first three races at Del Mar. On Thursday, August 11, tracks will be Saratoga, Arlington Park and Calder Race Course.

**GUARANTEED SATURDAY PICK 4 AND THURSDAY PICK 6 OFFERED AT
SPA**

SARATOGA SPRINGS, N.Y. – Pending New York State Racing and Wagering Board Approval, The New York Racing Association, Inc. (NYRA) will offer three different guaranteed wagers during the 2011 Saratoga Meet: a \$500,000 Guaranteed Late Pick 4 on Saturdays, a \$100,000 Guaranteed Pick 6 on Thursdays, and a \$1 Million All-Graded Stakes Late Pick 4 on Travers Day, Saturday, August 27.

The \$100,000 Guaranteed Thursday Pick 6 will be offered for the second time in 2011. This is a \$2 minimum wager in which the bettor must correctly select the winners of six consecutive races. By guaranteeing the wager, NYRA will supplement the net difference if the total pool is less than \$100,000.

This will be the third consecutive year that NYRA has offered a \$500,000 guarantee on the Saturday Late Pick 4, a 50 cent minimum wager in which the bettor must correctly pick the winners of four consecutive races. By guaranteeing the wager, NYRA will supplement the net difference if the total pool is less than \$500,000.

In lieu of the regular Pick 4 guarantee, on Travers Day, Saturday, August 27, NYRA will offer a \$1 Million Guaranteed All-Graded Stakes Late Pick 4 featuring the Grade 1 Travers and the Grade 1 Foxwoods King's Bishop.

NEW AND OLD FAVORITES MARK 2011 SPECIAL EVENTS

SARATOGA SPRINGS, N.Y. – Undoubtedly famous for its world-class thoroughbred racing, Saratoga Race Course has also become synonymous with family-friendly entertainment, special events and iconic giveaways.

More than 20 special events and four Sunday giveaway days will mark the 2011 Saratoga season, highlighted by a number of new offerings and perennial favorites.

Among the new events is Rivalry Day (Friday, August 5) which will celebrate one of the oldest, most famous rivalries in sports: New York vs. Boston. Fans will be invited to don a jersey or cap of their favorite team and head to the track for a day of “fandom at the Spa.” Fans can enter to win a variety of great prizes including game tickets, merchandise and more, as New York travels to Boston for a key summer series.

Also new this year is Foxwoods Mardi Gras (Wednesday, August 10), which will bring the French Quarter trackside with traditional New Orleans fare, bead and mask giveaways, live jazz and zydeco music, and a carnival atmosphere that will transform the Spa into the Big Easy.

Giveaway days will again be a focal point in 2011. Four Sunday giveaways are planned this year: a Saratoga baseball cap on Sunday, July 31; a short-sleeve Saratoga T-shirt on Sunday, August 14; a Saratoga sports bag on Sunday, August 21; and a long-sleeve Saratoga T-shirt on Sunday, September 4. All giveaways are free with paid admission, while supplies last.

Thursdays at Saratoga Race Course will welcome the return of the Jockey Autograph Book, sponsored by Hannaford Supermarkets. Headed by John Velazquez, the colorful 20-page book features a full page for the top 12 jockeys by victories at Saratoga in 2010, along with photos and fun facts for each. Other popular riders, among them Jorge Chavez, Channing Hill, Calvin Borel and Mike Luzzi, are also included, along with Sam the Bugler and blank pages for additional autographs. The autograph books will be distributed randomly to fans on track and will also be available, with a voluntary contribution to benefit the Permanently Disabled Jockeys Fund, at the Saratoga Style tent where Hannaford Supermarkets will be located each Thursday.

Making a return to the Spa this year are three popular wagering promotions that debuted at Saratoga during the 2010 race meet. The *Beat the Bugler*, *Serling Syndicate*, and *Win Wager* promotions offer race fans an opportunity to compete in a handicapping contest against some of the track’s most notable celebrities and racing insiders. The *Beat the Bugler* contest (Thursday, August 4) will challenge fans to beat Saratoga’s own Sam the Bugler; the *Serling Syndicate* (Thursday, August 18) will enable four fans to split the winnings from professional handicapper Andy Serling’s \$2,000 Pick 6 play; and the *Win Wager* (Thursday, September 1) will bankroll three fans with \$1,000 each to use during a three race window.

The highly successful “Battle of Saratoga” Handicapping Challenge will return Wednesday, August 10 and Thursday, August 11 with up to \$150,000 in prize money and a trip to the

Daily Racing Form/NTRA Las Vegas National Handicapping Tournament at stake. A total of 150 players will be invited to compete in the contest, with registration beginning Wednesday, June 29.

The summer will hit a high point with Saratoga's signature race: the 142nd running of the Grade 1, \$1 million Travers Stakes, the "Mid-Summer Derby" for 3-year-olds, on Saturday, August 27.

The 16th annual Travers Festival, Saturday, August 20 through Sunday, August 28, offers nine days of entertainment in celebration of Saratoga's crown jewel and the summer's biggest race. Special events throughout the festival include the Stewart's Shops annual Ice Cream Eating Contest (Wednesday, August 24); the 13th annual Ronald McDonald House Fashion Show (Thursday, August 25); the 11th annual Travers Celebration (Thursday, August 25); the Battle of the Brews to benefit the American Red Cross (Friday, August 26); and the second annual Travers Eve party in downtown Saratoga Springs (Friday, August 26).

The second annual Travers 1864 Restaurant Week, which celebrates the inaugural running of the Travers Stakes, returns with an expanded roster of restaurants that will offer a three-course meal for the prix-fixe cost of \$18.64 from Sunday, August 21 through Thursday, August 25. For a complete listing of participating restaurants and menus, visit <http://www.nyra.com/Saratoga/RestaurantWeek.shtml>.

As has become customary, Saratoga Race Course will host two "Party at the Spa" celebrations on Friday, July 29 and Friday, September 2, presented by Coors Light. First post on these Fridays is at 2:30 p.m. and fans are invited to stay after the races as the fun continues with a block party at The Post highlighted by live music and great food.

Dozens of returning favorites dot the Saratoga calendar including: the 31st annual Open House, presented by Hannaford Supermarkets (Sunday, July 17); Hats Off to Saratoga (Friday, July 22 – Sunday, July 24), featuring the popular Hat Contest on Sunday, July 24; College Day (Friday, July 29); Mid-Summer Saint Patrick's Day, presented by Bailey's Irish Cream (Wednesday, August 3); the third annual Fasig-Tipton Festival of Racing (Saturday, August 6 and Sunday, August 7); Galloping Grapes: A New York Wine Event (Sunday, August 7); Fabulous Fillies Day (Friday, August 19); Saratoga County Day (Monday, August 29); Hannaford's Halloween in August (Wednesday, August 31); and Veterans Day (Thursday, September 1).

The three-day Final Stretch Festival, Saturday, September 3 through Monday, September 5, will mark the culmination of the 40-day Saratoga meet with a family fun fest and Labor Day BBQ, which will be offered on two days, Sunday, September 4 and Labor Day, Monday, September 5.

For a complete and up-to-date listing of all special events at Saratoga Race Course, visit www.nyra.com/saratogaevents.

DUNKIN' DONUTS IS OFF TO THE RACES AT SARATOGA WITH ON-TRACK CONCESSION AND THEMED RECHARGEABLE CARDS

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) and Dunkin' Donuts have added a pair of new elements to a comprehensive partnership agreement that will include the first-ever Dunkin' Donuts concession stand at Saratoga Race Course and specially themed Dunkin' Donuts Cards with an image of Saratoga Race Course.

Dunkin' Donuts franchisee Jerry Burke will operate the concession stand, marking the first time that fans will be able to purchase Dunkin' Donuts beverages and baked goods at Saratoga Race Course. The concession stand, to be located near the bandstand, just across from customer service and the Saratoga Race Course post office, will feature the full line of Dunkin' Donuts hot and iced beverages, as well as a selection of donuts, bagels and muffins. The concession will open for breakfast at 7 a.m. and will remain open through the day's final post.

“Dunkin' Donuts is thrilled to partner with The New York Racing Association to become a part of the magic that occurs every summer at Saratoga Race Course,” said Eric Stensland, Upstate New York field marketing manager for Dunkin' Donuts. “We look forward to offering our world-renowned coffee and baked goods to horse racing fans throughout the meet.”

Dunkin' Donuts will also offer Saratoga Race Course-themed rechargeable cards at nearly 200 Dunkin' Donuts restaurants throughout the Capital Region as well as in Central New York, including Syracuse and Utica; the Berkshires, and western Vermont. The Dunkin' Donuts Cards, available for the first time in 2011, will feature an image of the venerable Saratoga clubhouse and grandstand.

The Dunkin' Donuts Cards can be purchased in any amount between \$2 and \$200 and can be recharged at participating Dunkin' Donuts restaurants. Dunkin' Donuts Cards have no additional fees or expiration dates.

“NYRA is pleased to further its partnership with Dunkin' Donuts with the introduction of a pair of exciting new elements at Saratoga Race Course this summer,” said NYRA President and CEO Charles Hayward. “Dunkin' Donuts and Saratoga Race Course are iconic fixtures for thousands of racing fans, and offering Dunkin' Donuts beverages and baked goods at the track is a natural pairing.”

Dunkin' Donuts guests will receive an extra perk every Monday – fans who present a Dunkin' Donuts Card at the track admission gates on Mondays will receive \$2 off the price of grandstand admission.

Dunkin' Donuts will also offer racing fans the chance to visit the “summer place to be” with a special in-store contest. The “40 Days at Saratoga” sweepstakes provides Dunkin'

Donuts guests with the opportunity to win one of 40 VIP Clubhouse packages for a day at Saratoga Race Course. One prize will be awarded for each day of racing during the 2011 meet.

The VIP package includes four Clubhouse reserved seats at Saratoga Race Course, clubhouse admission passes, Post Parade program books and two parking passes. A total of 40 VIP packages will be awarded over the course of the meet, which runs from Friday, July 22 through Monday, September 5.

Beginning on July 11, guests can enter to win by completing the “40 Days at Saratoga” entry form available at any participating Dunkin’ Donuts location in the greater Capital Region, the Berkshires and western Vermont. No purchase is necessary; must be 18 years or older to enter. Winners will be notified the week prior to event date.

For the second consecutive year, Dunkin’ Donuts will guide racing fans as the title sponsor of the time-honored Daily Double wagering tradition. The *Dunkin’ Donuts Daily Double* will be offered on both the early and late doubles held each day at Saratoga Race Course and will be featured daily during the popular *Talking Horses* broadcast on NYRA TV.

The Dunkin’ Donuts coffee cup will also compete in the beloved mascot race during the annual Open House on Sunday, July 17. Families will have the opportunity to meet and take photos with the mascot throughout the season-opening festivities as well as at the Family Fun Fest on Sunday, September 4 and Monday, September 5.

NYRA ANNOUNCES PARTNERSHIPS WITH NORTHEASTERN FINE JEWELRY AND IWC SCHAFFHAUSEN FOR 2011 SARATOGA MEET

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) today announced a season-long partnership with luxury Swiss watchmaker IWC Schaffhausen and Capital Region retailer Northeastern Fine Jewelry to serve as the official timepiece sponsors of the 2011 racing season at Saratoga Race Course.

The agreement marks the second consecutive year that Northeastern Fine Jewelry, voted the leading jeweler in the Capital Region for five years running, will serve as the preferred jewelry partner of NYRA at Saratoga Race Course.

“The New York Racing Association is thrilled to partner with two celebrated and recognized names in the watch and jewelry industry for the 2011 meet at Saratoga Race Course,” said NYRA President and CEO Charles Hayward. “Their presence will undoubtedly complement the prestige and charm that have become synonymous with Saratoga.”

As the official timepiece sponsor, IWC Schaffhausen wall clocks and signage will be prominently featured on the grounds of the Spa.

Additionally, IWC Schaffhausen and Northeastern Fine Jewelry will be on track to showcase the latest timepieces and jewelry in the Saratoga Style tent on six dates: Wednesday, July 27; Wednesday, August 17; Friday, August 19 (Fabulous Fillies Day); Wednesday, August 24 (Travers Week); and Friday, September 2 and Saturday, September 3 (Woodward Day).

“Northeastern Fine Jewelry is honored to partner with IWC Schaffhausen to bring such a prominent brand to Saratoga Race Course,” said Ray Bleser, president and founder of Northeastern Fine Jewelry. “We could not think of a more appropriate timepiece to align with the prestige, history and tradition that comprise the summer season at Saratoga.”

Northeastern Fine Jewelry will also offer its customers the chance to win exclusive VIP Clubhouse Box packages for a day at Saratoga Race Course during the 2011 meet. The package includes the use of a Clubhouse Box, Post Parade programs and parking. For more information on how to win a day at the races in a Saratoga box, visit any Northeastern Fine Jewelry location: 1575 Western Avenue, Albany, NY; 1607 Union Street, Schenectady, NY; 4620 Main Street, Manchester Center, VT.

“We are thrilled to participate at Saratoga this year! It has such rich history and tradition and we believe it’s a great fit for the brand,” said Kim Poe, Eastern Sales Manager of IWC Schaffhausen. “Northeastern Fine Jewelry and the NYRA are great partners and we look forward to the start of the season.”

With its clear focus on technology and engineering, IWC Schaffhausen has been producing watches and special timepieces of lasting value since 1868. The company has

gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts exquisite examples of Haute Horlogerie at its finest, combining supreme precision with exclusive design. IWC, as the manufacturer of extraordinary watches that stand for lasting values, takes its commitment to the environment and sustainability very seriously. IWC was certified as carbon-neutral in the summer of 2007 and, thanks to innovative technologies, state-of-the-art building technology and the use of alternative energies, has succeeded in lowering its carbon dioxide emissions by 90 per cent.

Northeastern Fine Jewelry is the largest independently owned jeweler in the Capital Region. Northeastern Fine Jewelry is recognized as one of the Leading Jewelers of the World® and in 2007-2011 was voted "Best Jeweler" of the Capital Region due to its reputation for quality jewelry and customer service as well as its charitable and civic involvement. For more information about Northeastern Fine Jewelry, visit its newly redesigned website www.nefj.com or call 518-372-3604.

RACING FANS GET PENS READY AS JOCKEY AUTOGRAPH BOOK ARRIVES AT HANNAFORD SUPERMARKETS

HANNAFORD AND NYRA PARTNER FOR 2011 SEASON AT SARATOGA RACE COURSE

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) and Hannaford Supermarkets have announced a multi-faceted partnership that will bring the popular Jockey Autograph Book and a variety of Saratoga Race Course merchandise to Hannaford stores throughout upstate New York.

Additionally, racing fans will have the opportunity to win a meet-and-greet breakfast with Saratoga's leading jockeys as the holder of one of 20 golden tickets, found exclusively within the Jockey Autograph Books available at Hannaford Supermarkets.

“NYRA is pleased to partner with Hannaford Supermarkets to continue our tradition of family fun at Saratoga Race Course,” said NYRA President and CEO Charles Hayward. “We look forward to working with Hannaford to introduce the thrill and excitement of thoroughbred racing to the next generation of fans and families throughout the greater Capital Region.”

“At Hannaford Supermarkets, we strongly believe in promoting fun, active and affordable family traditions. We can think of no place that fits that definition better than Saratoga Race Course,” said Hannaford Supermarkets District Manager Dennis Martin. “We look forward to adding to the excitement at the track and creating more timeless summer memories for families.”

2011 JOCKEY AUTOGRAPH BOOKS AND GOLDEN TICKET GIVEAWAY

For the first time since NYRA introduced the Jockey Autograph Books, they will be available beyond the gates of Saratoga Race Course. This year's Jockey Autograph Book will be available beginning Monday, July 18 at the customer service desk of participating Hannaford stores with a voluntary contribution to benefit the Permanently Disabled Jockeys Fund.

The Jockey Autograph Books at Hannaford will exclusively feature 20 golden tickets that will entitle the holder and three companions to a complimentary breakfast with Saratoga's leading jockeys at Saratoga Race Course on Wednesday, August 31.

Headed by John Velazquez, the colorful 20-page book features a full page for the top 12 leading jockeys by the number of wins at Saratoga in 2010, along with photos and fun facts for each. Other popular riders, among them Jorge Chavez, Channing Hill, Calvin Borel and Mike Luzzi, are also included, along with Sam the Bugler and blank pages for additional autographs.

Fans can also pick up their copy of the 2011 Jockey Autograph Book at Saratoga Race Course beginning on Sunday, July 17 at the annual Open House, presented by Hannaford Supermarkets. The autograph books will be available at Hannaford's on-track location with a voluntary contribution to benefit the Permanently Disabled Jockeys Fund.

In addition, the Jockey Books will be distributed randomly to fans at Saratoga Race Course each Thursday of the meet and will be available at the Saratoga Style vendor tent where Hannaford will feature interactive games, prizes and giveaways.

Hannaford will be accepting donations to support the PDJF through July, and customers can make a donation to benefit the Fund at kiosks inside Hannaford stores across the greater Capital Region.

SPA MERCHANDISE AVAILABLE EXCLUSIVELY AT HANNAFORD

Racing fans throughout Upstate New York will have the opportunity to take home a piece of the “summer place to be” before gates open for the 2011 season at Saratoga Race Course as a result of an exclusive partnership between NYRA and Hannaford Supermarkets.

Available now through Labor Day weekend, Hannaford Supermarkets will feature for purchase official Saratoga Race Course merchandise. The partnership marks the first-time that fans will be able to purchase authorized Saratoga merchandise through a major retail partner including:

- Saratoga Race Course red and white baseball cap, retailing for \$14.99
- Saratoga Race Course red and white visor, retailing for \$14.99
- Saratoga Race Course stainless steel travel mug with red lettering, retailing for \$14.99
- Saratoga Race Course water bottle, red with white lettering, retailing for \$9.99

The items will be available exclusively at Hannaford stores throughout upstate New York.

SPECIAL EVENTS AT SARATOGA RACE COURSE

Hannaford Supermarkets will serve as the presenting sponsor of the 31st annual Open House on Sunday, July 17. The event will be held from 11 a.m. to 4 p.m. and will feature carnival games, lively music, giant inflatables, circus shows, handicapping seminars and an array of food and beverages, all to benefit local charities. Admission and parking are free.

Halloween returns to Saratoga Race Course for the second straight year with “Hannaford’s Halloween in August” on Wednesday, August 31. The thrilling day will feature a costume parade and contest for children and trick-or-treating at some of the track’s most famous landmarks.

Hannaford will also participate in the second annual Fabulous Fillies day on Friday, August 19, to benefit the Breast Cancer Research Foundation (BCRF). The day will feature a number of special events and activities designed to honor the extraordinary women of the thoroughbred industry while raising funds to support BCRF.

NYRA, DAILY RACING FORM PRESENT ‘TALKING HORSES’

SARATOGA SPRINGS, N.Y. – A diverse group of racing experts will be featured when The New York Racing Association, Inc. (NYRA) conducts “Talking Horses, Presented by Daily Racing Form” in front of a live audience on all 40 race days during the upcoming 143rd season at Saratoga Race Course.

The popular longstanding daily television show will be broadcast live from the Carousel Restaurant facing the grandstand backyard from 11:45 a.m. - 12:30 p.m. beginning opening day, Friday, July 22. Scratches and changes will be presented at 11:40 a.m. to accommodate the live broadcast of “Talking Horses, Presented by Daily Racing Form.”

NYRA’s Andy Serling will co-host the show every day and will be joined by Daily Racing Form Chairman and Publisher Steve Crist on weekends. Joining Serling during the week will be fellow NYRA on-air talent Eric Donovan or Jason Blewitt, or a guest handicapper from the Daily Racing Form such as Dave Grening or Dave Litfin.

On-track patrons at Saratoga can attend “Talking Horses, Presented by Daily Racing Form” or watch it live on all television monitors at the track. Racing fans elsewhere can view the show on NYRA’s simulcast signal or by watching the live stream available at www.nyra.com/Talkinghorses. In addition, NYRA Rewards account holders can watch at www.nyrarewards.com.

NYRA ANNOUNCES PURSE INCENTIVES FOR SARATOGA MEET

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) has announced two purse incentives for the upcoming 40-day meet at Saratoga Race Course, which begins on Friday, July 22.

For the first time, NYRA will pay \$1,000 to the horses in every race that finish sixth through last. The regular purse split in Saratoga will be as follows: 60 percent to first, 20 percent to second, 10 percent to third, 6 percent to fourth, and 4 percent to fifth. If the fifth-place value for any given race in Saratoga is less than \$1,000, NYRA will supplement the difference.

Additionally, as was the case during the 2009 and 2010 Saratoga meets, any race that is taken off the turf and has eight or more betting interests when they leave the paddock will receive a 20 percent purse increase.

For example, if a race scheduled for the turf with a \$41,000 purse is taken off the turf, and eight or more horses leave the paddock for the race, the purse will become \$49,200.

“We are very pleased to be able to offer our horsemen these two purse incentives,” said NYRA VP and Director of Racing P.J. Campo. “Hopefully, these bonuses will help create bigger fields, which will lead to better wagering opportunities for our customers and higher handle on our races.”

The 40-day Saratoga meet commences for the 143rd time on Friday, July 22, with a card featuring the Grade 3 Schuylerville for 2-year-old fillies. There will be live racing six days a week, Wednesday through Monday, and all seven Saturdays during the meet will feature at least one Grade 1 race. The 142nd running of the \$1 million Travers is set for Saturday, August 27 with an undercard including the Grade 1 Foxwoods King’s Bishop, the Grade 1 Ballerina, and three additional graded races. The Saratoga meet concludes on Labor Day, Monday, September 5, featuring the Grade 1 Three Chimneys Hopeful for 2-year-old colts.

NYRA ACCEPTING ONLINE APPLICATIONS FOR SARATOGA CREDENTIALS

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) is accepting online accreditation requests for the 143rd Saratoga Meet at <http://credentials.nyra.com/>.

Launched in May 2010, NYRA's credential system allows members of the media to apply online for yearly, daily, Saratoga season, Belmont Stakes and Travers Stakes credentials.

The online accreditation program provides media outlets with a convenient internet portal to submit requests for representatives assigned to cover on-track events; ask for access to press box and/or photo room, and request advance assistance from the NYRA Communications Department.

Once an application has been completed and reviewed by the Communications Department, applicants will be notified of their status via email. Applications must be completed in one sitting as there is no option to log back in. Individuals who have already been granted seasonal credentials for Saratoga need not apply for separate credentials to cover the Travers Stakes. Those without seasonal accreditation who plan to cover the "Midsummer Derby" are required to apply specifically for Travers credentials.

Organizations requesting multiple credentials should designate one individual to serve as a primary contact on the application and to submit all requests for that organization.

As in 2010, individuals covering events on track property must adhere to the terms of a required Release and Indemnification Agreement. For credentialed media who plan to bring "equipment" – defined as any electronic or mechanical item used by broadcast and photo sources that cannot fit comfortably into a pocket, including video cameras, still cameras, and radio equipment – on track, proof of liability insurance is required. Laptops, portable recording devices and other items often used by print media are not considered "equipment" in this instance.

Applicants should carefully review the NYRA Media Credential Policy on the credential application home page before submitting requests. Submitting an application does not guarantee credentials and NYRA reserves the right to deny or revoke credentials for any reason at any time.

For questions about the online system, please contact Ashley Herriman in the NYRA Communications Department at aherriman@nyrainc.com or 718-659-2218.

**THE 11th ANNUAL TRAVERS CELEBRATION – THE OFFICIAL PARTY OF
THE TRAVERS STAKES - RETURNS WITH NEW FORMAT**

***“MOONLIGHT OVER SARATOGA” COCKTAIL RECEPTION TO RAISE FUNDS FOR
BACKSTRETCH EMPLOYEE SERVICE TEAM AND TIMES UNION HOPE FUND***

SARATOGA SPRINGS, N.Y. – The 11th annual Travers Celebration will return to Saratoga Race Course this summer with an exciting new format – a lavish outdoor cocktail party – to benefit the Backstretch Employee Service Team (B.E.S.T) and the *Times Union* Hope Fund on Thursday, August 25.

The official party of the \$1 million Travers Stakes will take place just two days before the 142nd edition of the “Mid-Summer Derby.”

The Travers Celebration “Moonlight over Saratoga” cocktail reception will invite guests to indulge in exquisite food stations and elaborate beverage offerings while enjoying live music from the New York Players and dancing at the Clubhouse entrance to Saratoga Race Course from 7:30 – 11 p.m.

Sponsored by Macy’s, Northeastern Fine Jewelry and The New York Racing Association, Inc., the 2011 Travers Celebration is co-chaired by Betsy Senior, co-owner of Senior & Shopmaker Gallery in Manhattan and wife of NYRA President and CEO Charles Hayward; and George R. Hearst III, Publisher and CEO of the *Times Union* newspaper.

The event will kick off with a salute to 2010 Travers Stakes winner Afleet Express and his connections: owners Gainesway Farm and Martin Cherry; trainer James A. “Jimmy” Jerkens; and jockey Javier Castellano.

The spirited Travers Celebration cocktail party will feature a new ticket price of \$175 per person and \$125 for young adults (under 30) with proceeds benefiting B.E.S.T. and the *Times Union* Hope Fund. The event was previously held in the At the Rail tent as a formal, seated dinner party with a \$300 ticket.

In addition to ticket proceeds, B.E.S.T. and the *Times Union* Hope Fund will receive a portion of proceeds from all merchandise sold at the five NYRA Stores at Saratoga Race Course during the 40-day race meet.

Furthermore, a percentage of proceeds from all bottles of Coca-Cola sold on track will be earmarked to benefit both charities.

The Travers Celebration has raised \$1 million for non-profit organizations in the thoroughbred industry and throughout the greater Capital Region since its inception over a decade ago.

The Backstretch Employee Service Team is a non-profit organization dedicated to providing care and service to maintain the health and well-being of employees in the backstretch.

The *Times Union* Hope Fund, a component fund of The Community Foundation for the Greater Capital Region, raises money and awards grants to after school and summer programs serving at risk children in Albany, Schenectady, Rensselaer and Saratoga counties.

To purchase event tickets or become a sponsor of the 2011 Travers Celebration, please call 518-383-6183.

For up-to-date information on the Travers Celebration and other special events, please visit www.nyra.com/saratogaevents.

The 142nd edition of the Grade 1, \$1 million Travers Stakes will be run on Saturday, August 27.

**THE TRAVERS FESTIVAL CELEBRATES 142ND RUNNING OF THE
TRAVERS STAKES WITH NINE DAYS OF SPECIAL EVENTS**

*HIGHLIGHTS INCLUDE EXPANDED TRAVERS 1864 RESTAURANT WEEK AND
OPPORTUNITY TO WIN VIP TRAVERS DAY PACKAGE*

SARATOGA SPRINGS, N.Y. – For the 16th consecutive year, the Travers Festival returns to Saratoga and the greater Capital Region in anticipation of one of the highlights of the summer: the Grade 1, \$1 million Travers Stakes for the world’s top 3-year-olds.

The Travers Festival kicks off on Saturday, August 20 and continues through Sunday, August 28. The nine-day festival offers a variety of entertainment for the Spa City community and visitors, all in celebration of Saratoga’s crown jewel and the summer’s biggest and most anticipated race – the 142nd running of the Travers Stakes on Saturday, August 27.

SECOND ANNUAL TRAVERS 1864 RESTAURANT WEEK

This year’s festival will be highlighted by the return of the second annual **Travers 1864 Restaurant Week** from Sunday, August 21 through Thursday, August 25.

During the five-day event, diners have the opportunity to indulge in a three-course meal at participating restaurants throughout the greater Capital Region for the prix-fixe cost of \$18.64, the year of the inaugural running of the Travers, one of the oldest major stakes races in the country for 3-year-olds.

During its inaugural year in 2010, more than 40 restaurants participated in the epicurean event, including eateries in Albany, Schenectady and Clifton Park.

This year’s celebration will be expanded to include restaurants in Saratoga, Warren and Montgomery counties. For a complete list of participating restaurants and to view the prix-fixe menus, please visit <http://www.nyra.com/Saratoga/RestaurantWeek.shtml>.

**COCA-COLA AND HANNAFORD SUPERMARKETS PRESENT THE
WIN, PLACE OR SHOW: VIP TRAVERS DAY EXPERIENCE**

Coca-Cola and Hannaford Supermarkets will offer racing fans the chance to experience the Travers Stakes in style with an exclusive **Win, Place or Show: Ultimate Travers Package**.

Coca-Cola and Hannaford are partnering this summer to prominently feature the Travers Stakes and Saratoga Springs in all 49 Hannaford stores in New York and additional locations in Vermont.

The VIP grand prize – the “Win” package – includes two-night accommodations (two rooms, double occupancy) at the Holiday Inn in Saratoga Springs; breakfast for four and reserved seats in the Clubhouse on Travers Day; a Paddock Tour; Post Parade programs and \$400 in spending money.

First runners up will win the “Place” prize package which includes Grandstand reserved seats for two on Travers Day; \$200 in spending money; and a \$100 Hannaford Supermarkets gift card. Four contestants will be awarded a first runner up prize.

Second runners up will win the “Show” package including Grandstand reserved seats for two on Travers Day; \$100 in spending money; and a \$50 Hannaford Supermarkets gift card. Two fans will be selected to win a second runner up prize.

Fans can enter to win by completing the “Win, Place or Show: Ultimate Travers Package” entry form at any participating Hannaford Supermarkets location beginning on July 10. No purchase is necessary; must be 18 years or older to enter.

16th ANNUAL TRAVERS FESTIVAL

The Travers Festival kicks off on Saturday, August 20 and continues through Sunday, August 28. In addition to those above, the following list highlights several of the premier events and activities of Travers Festival week.

SATURDAY, AUGUST 20

The Travers Festival gets underway at Saratoga Race Course with the Grade 1 **TVG Alabama Stakes** for 3-year-old fillies, which sets the scene for Travers week as the first of 10 graded stakes races.

SUNDAY, AUGUST 21

The newest Saratoga Race Course souvenir, racing fans will receive a **Saratoga Sports Bag** free with paid admission, while supplies last. Gates open at 10:30 a.m.

WEDNESDAY, AUGUST 24

Racing fans can cool down at the track with the **Stewart’s Shops annual Ice Cream Eating Contest**. One of the best ways to beat the summer heat, those wishing to enter the “chilly” competition can sign up for the kid, teen or adult categories near the jockey silks room. The winners receive gift certificates for free Stewart’s Shops ice cream.

THURSDAY, AUGUST 25

Start the day at Saratoga Race Course with a fashion show and luncheon to benefit Ronald McDonald House Charities of the Capital Region. For tickets to the **13th annual Ronald McDonald House Fashion Show**, call 518-438-2655.

As dusk settles over Saratoga Race Course, the **11th annual Travers Celebration**, the official party of the \$1 million Travers Stakes, will return with an exciting new format as a

lavish outdoor cocktail party. Sponsored by Macy's and Northeastern Fine Jewelry, the "Moonlight over Saratoga" cocktail reception will invite guests to indulge in exquisite food stations and elaborate beverage offerings while enjoying live music and dancing at Saratoga Race Course's iconic Clubhouse entrance. The spirited event will also bring a new ticket price of \$175 per person and \$125 for young adults (under 30) with proceeds benefiting the Backstretch Employee Service Team (B.E.S.T) and the *Times Union* Hope Fund. To purchase tickets, call 518-383-6183 until July 21; afterward, call 518-584-6200 x4233.

FRIDAY, AUGUST 26

The backyard will play host to the area's best brews as thirsty adults enjoy the ultimate in beer tasting: the **14th annual Battle of the Brews**. The festival will feature some of the best microbrewery beers in the area with proceeds benefiting the American Red Cross Adirondack Saratoga Chapter. For ticket information, call 518-792-6545.

The New York Racing Association, Inc. and Saratoga County Chamber of Commerce invite racing fans to gather on Broadway to get energized for the Spa's signature race at the **second annual Travers Eve Party**. Held on the eve of the \$1 million Travers Stakes, fans of all ages are invited to downtown Saratoga Springs to meet their favorite jockeys during a special autograph session, dance to live music, enjoy family entertainment, and pick up a special Saratoga Race Course-themed giveaway at local businesses.

SATURDAY, AUGUST 27 – TRAVERS DAY

It's **Travers Day** at Saratoga Race Course with a special first post time of 11:35 a.m.

The gates open at 7 a.m. for the 142nd running of the Grade 1, \$1 million Travers as the sport's top 3-year-olds clash in one of the most historic stakes races in North America at the classic distance of a mile and a quarter.

The Travers Day undercard will include the Grade 1 Foxwoods King's Bishop; the Grade 1 Ballerina; the Grade 2 Ballston Spa; and the Grade 3 Victory Ride.

For more information about the 16th annual edition of the Travers Festival visit www.nyra.com/saratogaevents.