

# MEDIA RELEASE



## Stephanie Rice named as Ambassador

Monday 2 December 2014

Three-time Olympic Gold Medallist Stephanie Rice will be the face and Ambassador of the 2014 TAB.COM.AU Inter Dominion Championship Sydney.

The announcement was made this morning at Dawes Point which coincided with the filming of a television commercial and photo shoot for the Inter Dominion advertising campaign.

Three industry ambassadors were also present, Amanda Turnbull, Sammy Kilgour and Seryn Adams to enhance the profile of women in harness racing.

Amanda Turnbull is the reigning champion driver in NSW and her grandfather and father both won Inter Dominion Grand Finals. Seryn Adams also heralds from a famous harness racing family and Sammy Kilgour is a high profile owner and participant.



"I am most privileged to be the Ambassador for the Inter Dominion as it is an exciting time for harness racing," said Rice.

"I am very passionate about helping women in sport raise their profiles. There are many amazing women currently dominating harness racing."

Rice is no stranger to harness racing having acquired a ten percent share in the pacer Steffi Rice. Those earnings go to support the Melanoma Institute of Australia.

"She has been running some nice races and it's a great thrill when the horse you own wins a race," she said.



[interdominionsydney.com.au](http://interdominionsydney.com.au)

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Minister for Tourism, Major Events and Racing, George Souris, said the NSW Government is pleased to support the Inter Dominion Championship in Sydney, having secured the event for NSW for three consecutive seasons, from 2013 to 2015.

"I am also delighted that Olympic heroine Stephanie Rice has been appointed as Ambassador and 'face' of the 2014 Inter Dominion Sydney, Australian harness racing's pinnacle event," Mr Souris said.

"The Inter Dominion was a great success this year, delivering an estimated \$4m in direct visitor impact from overseas, interstate and intrastate visitors with future events promising solid results."

HRNSW CEO Sam Nati said that Stephanie Rice was the perfect choice as Ambassador.

"When we met with Stephanie the synergies were apparent. Firstly, she resonates with the critical 18-35 year-old demographic that our industry needs to tap into. And secondly, her enthusiasm to promote the success of women in sport provides tremendous leverage for obtaining mainstream media coverage," he said.

In what promises to be a bigger and better series than last year, the 2014 TAB.COM.AU Inter Dominion Grand Final will again be broadcast live on Channel 9.

Nominations for Inter Dominion 2014 close on Monday 9 December. The Qualifying Heats are scheduled across Australasia on Saturday 15 February, and Grand Final day, including seven Group One races and \$2 million in prizemoney will be run on Sunday March 2 at Tabcorp Park Menangle.

To arrange an interview or for further information please contact:

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