

# MEDIA NOTE: 140 first-time thoroughbred racehorse owners - the future of Australian racehorse ownership at Emeran Park, Hunter Valley, Saturday 17 February 2018

Sydney, 13 February 2018: MiRunners, the company behind the biggest and most-positive shake-up of racehorse ownership for decades, is holding an owners' day at Emeran Park in the NSW Hunter Valley on Saturday 17th February 2018.

Over 140 first-time owners - everyday Australians from every walk of life - have registered to attend. All have bought at least one of the 1,000 units available in each of the 6 yearlings now owned by miRunners.

It's an unprecedented meet-up: rarely have so many individuals with a shared love of racehorses gathered as owners in this way. All do so for the first time.

The six horses - all bought as yearlings by miRunners at the Magic Millions auctions in 2018 and 2017 - will be trained by Australian racing icons Gai Waterhouse, David Hayes, Kris Lees and Mick Price.

MiRunners meets the demand from Australians for top-level thoroughbred ownership by the broadcast cross-section of Australian. Historically, racehorse ownership has been too expensive and too difficult for too long. The result is a new grassroots movement: over 840 new owners in total now own units in miRunners horses, with more signing up for as little as \$198 per unit (plus small monthly management costs) every week.

Media are invited to Emeran Park to meet and interview miRunners director Steve Brown, owners, trainers and carers. For more information or for an interview with miRunners, contact: Alan Smith, Digivizer, 0404 432 700, [alan.smith@digivizer.com](mailto:alan.smith@digivizer.com).

## Event details

Location: Emeran Park, Lemon Tree, Dooralong Valley, NSW (map and directions)

Time: 11am

Event: 140 first-time racehorse owners; 6 yearlings; carers; trainers

Interviews, filming: Steve Brown, director, miRunners; owners and families; horses

ENDS

MiRunners is at: <https://mirunners.com/> <https://twitter.com/miRunnersDotCom> <https://www.facebook.com/miRunnersDotCom>

## Contacts

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