

RACING QUEENSLAND AND MIRUNNERS ANNOUNCE PARTNERSHIP TO BOOST PREMIUM THOROUGHBRED RACEHORSE OWNERSHIP

Gold Coast, 11 January, 2018: A groundbreaking partnership between Racing Queensland and miRunners is set to revolutionise racehorse ownership for Queenslanders by offering premium and affordable thoroughbred ownership with some of the state's top trainers. MiRunners plans to buy a number of high-quality yearlings at this week's 2019 Magic Millions Yearling Sale and, for the first time, also at the QTIS March Yearling Sale. Racing Queensland CEO Brendan Parnell said, "There's nothing like the thrill of owning a share in a racehorse, especially when it's bought in Queensland and trained in Queensland." "This innovative partnership with miRunners is an important step in Racing Queensland's plans to increase the ownership and participation pool, introducing a new generation of Queenslanders to the excitement of thoroughbred ownership, which is critical to the future sustainability of Queensland racing."

MiRunners co-founder Steve Brown said the new partnership continues the success and track-record the company has had in making premium thoroughbred racehorse ownership available to every Australian, and in building partnerships with organisations inside and outside the industry.

"Like all Australians, Queenslanders are looking for affordable and premium thoroughbred ownership and this partnership will ensure Queenslanders can experience the thrill of owning a regally-bred colt or filly from their home state, with leading local trainers.

"Having partnerships like this gives Australians another great reason to become racehorse owners because they can buy into horses closely aligned with their states.

"We know from our experience with Tony Gollan and Lyrical Girl that Queenslanders are looking for affordable and premium thoroughbreds to own, we also know that previously Queenslanders haven't been afraid to look interstate to achieve this.

"Now they can participate in their own territory. Queenslanders will be able to be part of their own ownership community with some of the best Queensland trainers and take on the southern competition with a premium product!

"These industry initiatives allow miRunners to accelerate our vision for thoroughbred ownership for everyone, and give the industry bodies access to our proven technology, processes, relationships and access to thousands of potential owners."

MiRunners is at Magic Millions this week to grow its stable of yearling thoroughbred colts and fillies. MiRunners purchased Highgrove Stud's filly Written Tycoon x Sponsored for \$176,000 on the first day, and has confirmed that the yearling will be trained by leading Queensland horseman Rob Heathcote at the historic Eagle Farm racecourse.

As with every miRunners thoroughbred, each new horse will be offered for sale to the public as 1,000. Units in the Written Tycoon x Sponsored yearling will cost just \$176 each - one-thousandth the auction purchase price, with monthly fees of just \$15 per month to cover, training, insurance and all other costs including veterinary care. If more than one unit is bought in any horse, the monthly costs of each subsequent unit is just \$5 per month.

Owners will receive weekly updates direct from their leading trainer, enjoy many additional benefits of ownership, and join the bigger miRunners owners' community for race days and social days.

Early interest in owning units in Written Tycoon x Sponsored can be lodged at <https://bit.ly/2shsEKT>.

MiRunners has a total of seven premium thoroughbreds with over 2,200 owners from every walk of life.

Units are also available in three other yearlings: Lyrical Girl, trained by Tony Gollan in Brisbane; Rubick X Slainte, trained by Bjorn Baker in Sydney (and nearly sold out); and Not A Single Doubt x Countess Dehere, trained by Troy Corsten and offered in partnership with Geelong Racing Club in Geelong. Go to mirunners.com for details.

Ends.

MiRunners is at:

<https://mirunners.com/>

<https://www.instagram.com/mirunnersdotcom/>

<https://twitter.com/miRunnersDotCom>

<https://www.facebook.com/miRunnersDotCom>

For more information, contact:

Alan Smith, Digivizer, 0404 432 700

Contacts

Alan Smith

+61 404 432 700

mailto: alan.smith@digivizer.com