

Thoroughbred ownership for all one step closer: miRunners launches industry-first community partnership program, Geelong Racing Club first partner

miRunners reigniting engagement in horse racing to make industry more relevant, affordable and accessible to every Australian, builds on proven ownership success selling 5,500 units in 6 thoroughbreds to 2,000 Australians

Geelong/Sydney, 31 August 2018 - MiRunners, the organisation making premium thoroughbred racehorse ownership affordable, accessible and easy for everyone, is announcing a new partnership with Geelong Racing Club to offer units in its seventh two-year-old to the greater Geelong community.

The announcement will be made on Sunday at Geelong Racing Club's Father's Day meeting.

The partnership is the first in a new program miRunners will take around the country, with discussions already under way with organisations, sporting codes, businesses and State racing authorities.

For the Geelong Racing Club, this new initiative is important: it creates a new opportunity for everyone in the Geelong area to form new ties within the community in which it operates, and to make racing more personalised, engaging and a year-round experience for everyone in the community.

What's on offer for the Geelong community

The Geelong community thoroughbred will be Not A Single Doubt X Countess Dehere, miRunners' seventh horse, which will be trained by Troy Corstens out of his Malua Racing Team Corstens operation. The filly will be based at Geelong racecourse.

MiRunners buys premium-level yearlings and then, without markup, offers ownership in these young thoroughbreds as 1,000 units. MiRunners bought Not A Single Doubt X Countess Dehere at the 2018 Inglis Classic Yearling Sale for \$198,000 from Raheen Stud in Queensland. Each unit therefore costs \$198, plus a fee of \$15 per month to cover all costs. If more than one unit is bought, the monthly fee drops to \$5 for the second unit on.

Units in Not A Single Doubt x Countess Dehere will be available for purchase from Sunday 2 September at geelong.mirunners.com.

Unit owners in Not A Single Doubt X Countess Dehere get a number of benefits. Being a community-owned horse, they will choose the filly's name, and influence and choose the design of her racing silks, which will also carry unique community branding. As with other owners of other miRunners horses, they will also meet her at special events, receive a certificate of ownership, get weekly video updates from Troy Corstens and the Malua Racing team, have access to a private area at race meets, share pro rata any prize money won, and share in the proceeds of her sale at the end of her career.

Trainer Troy Corstens

Troy Corstens' first involvement with a major winner was Triple Group 1 winner Helenus. He purchased him as a yearling and enjoyed success with his father Leon, training the colt to the 2002 Caulfield Guineas and VRC Derby. His next major Group 1 horse was the international hero Starspangledbanner. Another Group 1 winner for the stable was Awesome Rock in the 2016 VRC Mackinnon Stakes. The most-recent major winner for Troy was Spring Choice in the Port Adelaide Guineas and latest Group 1 winner was Montoya's Secret in the ATC Storm Queen Stakes. Troy is a regular entrant in Victoria's top-trainer lists. He is known for his judgment of promising future stars, able to see the early potential in a horse as evidenced by current youngsters such as Thrillster and Really Swish.

Troy Corstens' total career winnings to date are \$10,154,854. He has 226 career wins to his name, including two Group 1 wins. Quotes from Steve Brown, Director, miRunners

"Our industry has to continue to innovate, or we face threats around relevance, especially to future generations. We have to create new ways to engage as many Australians as possible in this wonderful sport, with something that lasts beyond a day at the races. Shared ownership of premium level thoroughbreds, trained by Australia's leading trainers, creates a new connection with the public, and new foundations for the long-term future of

our industry.

“This announcement with Geelong Racing Club is the next step, and is the first of what will be a range of community organisations that we will partner with in the future. We’re building on the success we’ve had with our first six yearlings, four of which are already sold-out. Units in these six horses have been bought by individuals right across Australia. Now we’re creating a community focus for units in horse number 7, Not A Single Doubt x Countess DeHere , anchored by the Geelong Racing Club.

“We’re working with organisations within the industry, such as Geelong Racing Club, and organisations outside the racing industry, including football clubs, community groups, even charities. MiRunners will create new benefits for new community partners, and new ways to connect with these diverse audiences, across the Australia and potentially overseas.

“What’s unique in being a miRunners owner is the experience. It starts from the moment you buy your first unit, you become totally involved in the progress and welfare of the horse, you see unique insights available only to you as an owners, you form new friendships with your co-owners, and the value extends far beyond a day at the races. For our community partners, it’s a unique way to bond with the animal and additionally form new community bonds.”

Quotes from Peter Murrhly, President, Geelong Racing Club

“This is a great opportunity for everyone in the Geelong area to become more-involved in premium horse racing, and it forms part of the program Geelong Racing Club has, to continually form new ties with the community we operate in.

“Our partnership with miRunners allows the people of Geelong, and others, to have a great way to be part of the sport, with a very small financial outlay. Previously available only to the wealthy, having a community thoroughbred of this quality to offer to hundreds of future owners is a great initiative. It’s so important for our sport to involve the public beyond attending one or two races each year, and it’s so important that our community can engage with our club on multiple levels. This is about creating new interest in premium thoroughbred racing at the grassroots level.”

Quotes from Troy Corstens, trainer

“MiRunners is a fantastic concept, and I’m very proud to be part of it. MiRunners is about making thoroughbred ownership possible for everyone, but it’s also about making great young horses available to us trainers. Without miRunners I would not have this opportunity to work with and develop such a promising filly. She has both type and pedigree, and that’s unusual and special. To bring her on for everyday Australians who will become her owners will be fantastic.

“I love everything about racing - the horses, of course, and the people I work with, the owners, and that you mix with everyone from millionaires and even royalty from around the world to your mates in the space of a few minutes. Thoroughbred racing is a great leveller, and we need everyone to be part of our industry!”

Quotes from Mick Malone, Head of Bloodstock, miRunners

“This filly has really developed since we purchased her back in February. She has a beautifully fluent action, big strong forearm and gaskins, great depth of hip, and lovely short cannons. Her attitude towards all aspects of her work has continued to impress all that work with her. She handled the breaking and learning stage really well, and has filled out beautifully. Her sire Not a Single Doubt is without question one of Australia’s most sought-after sires. We are very excited by her rapidly growing potential.”

Ends.

MiRunners is at:

<https://mirunners.com/> <https://www.instagram.com/mirunnersdotcom/><https://twitter.com/miRunnersDotCom> <https://www.facebook.com/miRunnersDotCom>

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