

## Media Release



# TEN STAR RATING FOR BENDIGO CUP

*18th June 2015*

The Bendigo Greyhound Racing Association has received a boost in the lead up to the 2015 Group 2 Bendigo Cup with the announcement of a new sponsor for the Bendigo Cup.

Southern Cross Austereo, encompassing TV channel Southern Cross Ten and radio stations 3BO FM 93.5 and 91.9 Star FM is the new naming rights sponsor of the BGRA's flagship event to be known as the Southern Cross TEN Bendigo Cup.

The BGRA has formed a strong association with SCA's radio stations in Bendigo, especially 3BO and in particular the participation in the Give Me 5 For Kids fund raising campaign with Girls Night Out, Charity Gala Auction and other events. The new arrangement expands the relationship and extends beyond radio to Southern Cross TEN and other events as well.

"The BGRA is excited to strengthen our association with SCA and are looking forward to the Southern Cross TEN Bendigo Cup in a couple of weeks time. Jason Priestley, Trent Bice and the SCA team have been wonderful supporters of the Club in promoting both the racing and function arms of the operation and we have been fortunate to have some of their best radio talent involved in Club events including Cogho, Bec and Erin from 3BO's breakfast team. It's exciting to have them on

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board as sponsors of the Bendigo Cup and look forward a long association" said BGRA Manager Troy Harley.

Harley continued "When you see the quality viewing list Southern Cross TEN boasts such as Master Chef, The Project, Modern Family and the CSI and NCIS shows it is hard not to be excited about Southern Cross TEN being aligned with the Bendigo Cup".

The 2015 Group 2 Southern Cross TEN Bendigo Cup kicks off with heats on Sunday evening June 28 with the \$47,000 to the winner final on Friday night July 3.

