

## **FOR INTERNAL REVIEW**

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### **Contact:**

Lizzie Younkin

(619) 295-8232 x122

[lizziey@theideabrand.com](mailto:lizziey@theideabrand.com)

## **California Thoroughbred Racing Launches New Website**

*Features include FREE live racing video and replays, racing 101 and interactive map*

Los Angeles, Calif. – [California Thoroughbred Racing](#) proudly announces the debut of its new website, [CalRacing.com](http://CalRacing.com).

Upon entering the site, visitors are greeted by lively images of racing at California's signature tracks, displaying the essence of the new tagline "Fun Runs Here." Improved navigation and site layout assure ease of use, efficiently leading visitors to the site's most valued assets: free live racing video and free video replays. A comprehensive [map](#) of California showcases racetracks and wagering sites in an interactive manner. Serving as a comprehensive aggregate of racing information and news, the site is an all-inclusive resource for horsemen. Additional elements used to educate the public have been added in a Racing 101 section including a 'how to bet' guide, handicapping 101, glossary of racing terms and a guide advising how to read past performances.

The idea of a web redesign came to fruition in conjunction with a rebranding initiative that took place throughout 2011. The California Marketing Committee, California Thoroughbred Racing's driving force of marketing, recognized the need for a stronger, uniformed image in order to reach a wider demographic. The website was designed to increase awareness and attendance by educating and entertaining existing and potential fans.

Public relations and social media strategies also support the goal, including a [Tumblr microsite](#), [Facebook page](#) and [YouTube channel](#). Fans of California Thoroughbred Racing can explore a host of content related to education and fun at the tracks including user-generated photos, videos and posts. Those who like Cal Racing on Facebook can download free admission to any of the four main California tracks, including [Golden Gate Fields](#), [Santa Anita Park](#), [Hollywood Park](#) and the [Del Mar Racetrack](#).

Visit CalRacing's new website at [www.calracing.com](http://www.calracing.com). More information on the California Thoroughbred Racing and the Inner Jockey campaign can be found by visiting <http://innerjockey.tumblr.com>. Like us on Facebook at <http://www.facebook.com/CalHorseRacing> and follow us on YouTube at <http://www.youtube.com/CalHorseRacing>.

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