



For immediate release

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## **Global standard for Melbourne Cup Carnival**

When the 2012 Melbourne Cup Carnival gets underway in five days time British technology will already have been hard at work behind the scenes to ensure that global industry standard information is available to domestic and visiting racing professionals.

The TurfTrax GoingStick has been in use at Flemington since the 2010 running of the Emirates Melbourne Cup and Mike Maher, Managing Director of the Cambridgeshire based company that supplies the device, will be on hand again to oversee use of the GoingStick and the other innovative TurfTrax products used by the Victoria Racing Club (VRC).

Maher said, 'The Melbourne Cup Carnival attracts an enormous amount of international interest and the communication of reliable and accurate track data is of paramount importance to the VRC.'

GoingStick readings will start being produced on Wednesday 31st October, three days prior to AAMI Victoria Derby Day, which marks the start of the Carnival. The data will be published alongside the unique TurfTrax Going Map and will be available on the VRC website ([melbournecup.com](http://melbournecup.com)) with up to date weather forecasts and the latest real time weather information, also provided by TurfTrax.

In situ at Flemington since March 2011, The TurfTrax Weather System monitors rainfall, air, soil and track surface temperature, relative humidity plus wind speeds and direction. Moisture loss of the surface, one of the most important factors at all turf courses, is available through the Evapo-transpiration calculation.

Executive General Manager at Flemington Mark Davies said 'Once again there is a very strong list of entries from Europe for the Emirates Melbourne Cup - the race that stops a nation. With a host of world class runners from Australia and abroad entered for the A\$6.2million contest, using TurfTrax world renowned products to keep connections up to date along with weather information and our track rating is essential.'

The Melbourne Cup Carnival is the highlight of the sporting calendar for Victorians, Australians and many overseas racing fans, and begins with AAMI Victoria Derby Day on Saturday 3<sup>rd</sup> November, followed by Emirates Melbourne Cup Day on Tuesday 6<sup>th</sup> November, Crown Oaks Day on Thursday 8<sup>th</sup> November and Emirates Stakes Day on Saturday 10<sup>th</sup> November.

**For further information about Flemington and the Melbourne Cup Carnival please contact:**

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Publication of TurfTrax GoingStick readings became a requirement on all British racecourses in 2007 and the global standard is now used in Australia, France, Hong Kong, Singapore, Dubai and the USA. The Weather System is installed at over 35 diverse locations around the world including Ascot, Cheltenham and Epsom racecourses, Chelsea Football Club and at the Godolphin private training facility in Newmarket, UK.

The company also provides a Sectional Timing and Tracking System used by QIPCO British Champions Series, Aintree, Ascot, Goodwood, Newmarket and York racecourses.

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**Links to the live Going and Weather data:**

Victoria Racing Club website

<http://flemington.com.au/flemington-racing/flemington-weather/>

Going Map link on TurfTrax website

<http://maps.turftrax.co.uk/latestgoingreport.asp?course=flemington>