



For immediate release:
2 November, 2020

GoingStick readings and going maps available for Breeders' Cup

TurfTrax GoingStick readings and going maps will be available for all Turf races at the two-day Breeders' Cup meeting, staged this year at Keenland beginning on Friday, 6 November.

Readings taken by Breeders' Cup at Keenland ahead of the 37th renewal will be uploaded to the cloud-based TurfTrax Hub. From there they will be processed and analysed by the TurfTrax team in Cambridgeshire, alongside historical track data to produce going maps in a format familiar to European horsemen and bettors.

Breeders' Cup Vice President of Racing, Joshua Christian, underwent GoingStick training on the Rowley Mile at Newmarket on a recent visit to the UK. He said, "We come over here for a few months every year because the Breeders' Cup is a World Championships and it has to be international for that, so we spend time over here to build relationships with owners and trainers to make sure we get as many horses as possible over to the Breeders' Cup.

"The Turftrax GoingStick is going to be a great way for us to communicate with trainers on this side of the pond exactly what the going is, and we will have the maps to prove it. It's an analytical way to view it rather than just saying it's good ground.

"I've spoken to a lot of the trainers already and when I get home they want me to send them the readings. It will be in their own language and they will know exactly what the going will be up until the Breeders' Cup."

A short video of the training session, which took place in typically testing conditions, is available to view at <https://youtu.be/d7JODLppgAs>

TurfTrax Managing Director, Mike Maher said, "We are delighted that the GoingStick is going to be used for the Breeders' Cup for the second year running. As well as at the Breeders' Cup it is used at about ten other tracks in the US and the device is now in use extensively by German racing, France Galop, also in Dubai, Hong Kong and widely in New Zealand and Australia including at this week's Melbourne Cup Carnival.

Latest Breeders' Cup going information will be distributed via email to trainers and media and available across social media platforms. For up to date going reports follow @breederscup and @turftrax on Twitter or visit www.breederscup.com.

Ends.

Further information:

TurfTrax:

Mike Maher T: +44 (0) 1480 408 M: +44 (0)7866 383 952 E: mike.maher@turftrax.co.uk

Breeders' Cup media contacts:

Jim Gluckson T: +1 646-335-6835 E: jim@breederscup.com

Charlotte Goodman T: +1 646-654-3413 E: cgoodman@nikecomm.com

ABOUT BREEDERS' CUP

The Breeders' Cup administers the Breeders' Cup World Championships, Thoroughbred horse racing's year-end Championships, as well as the Breeders' Cup Challenge qualifying series, which provides automatic starting positions into the Championships races. The Breeders' Cup is also a founding member of the Thoroughbred Safety Coalition, an organization composed of industry leaders committed to advancing safety measures in Thoroughbred racing and improving the well-being of equine and human athletes.

The 2020 Breeders' Cup World Championships, consisting of 14 Championship races, is scheduled to be held on November 6-7 at Keeneland Race Course in Lexington, Kentucky and features a total of \$31 million in purses and awards. The event will be televised live by the NBC Sports Group. Breeders' Cup press releases appear on the Breeders' Cup website, breederscup.com. You can also follow the Breeders' Cup on social media.

ABOUT TURFTRAX

TurfTrax is a global leader in the design and implementation of innovative data products for the horseracing industry, combining data to create knowledge and insight for the industry.

The British Horseracing Authority rules require every racecourse in Great Britain to use the TurfTrax GoingStick. The company also installs and operates Going Mapping and Weather Systems and its international customers include, France Galop, Deutscher Galopp, Dubai Racing Club, Saudi Cup, Breeders Cup, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Woodbine Ent. Group, Hong Kong Jockey Club, The Australian Turf Club, Racing Victoria, Racing Queensland and Racing and Wagering Western Australia.