



Tuesday 9th March

Festival first for WeatherTrax Live

For the first time live weather data will be available in the build-up to and during the four days of The Festival™ Supporting WellChild which begins on Tuesday, 16th March.

Data captured by Cheltenham's on-course weather station will be streamed live enabling horsemen, media and stay-at-home racing fans to monitor track conditions in real-time.

Jockey Club Regional Head of Racing and Cheltenham's Clerk of the Course, Simon Claisse, said, "The introduction of WeatherTrax Live underlines our commitment to providing accurate up to the minute data.

"We believe this innovation will bring vital information closer to those who rely on it most and add a new dimension to The Festival for those who can't be with us on-course this year."

WeatherTrax data for the Cheltenham Festival is available at:

<https://www.thejockeyclub.co.uk/cheltenham/owners-and-trainers/the-going/>

WeatherTrax Live was launched at Royal Ascot last year - the first major racing festival to be staged behind closed doors - and has since been rolled out at Cheltenham's sister courses Newmarket and Kempton Park.

TurfTrax Managing Director Mike Maher said, "WeatherTrax Live is the culmination of more than 15 years' experience in collecting weather data from racecourses around the country.

"Investment in bespoke systems and software means we can now easily provide feeds direct from the latest models of the on-site WeatherTrax equipment in a format that can be integrated into a wide variety of online and broadcast platforms.

"We are delighted to be working with Cheltenham and Jockey Club Racecourses to help racing raise its data delivery to a new level."

Ends.

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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.