



For immediate release  
Tuesday, 29 October 2019

## **Breeders' Cup first for TurfTrax GoingStick**

TurfTrax GoingStick readings will be available for Breeders' Cup Turf races for the first time this year following an innovative partnership with the specialist UK data provider.

TurfTrax, the Cambridgeshire-based technology company who developed the GoingStick in conjunction with the British horseracing racing industry, will provide enhanced information for inclusion in official Going reports ahead of this year's USD 30 million renewal of the Breeders' Cup at Santa Anita on Friday 1 and Saturday 2 November.

TurfTrax Managing Director, Mike Maher, said, "We are thrilled to be working with the team at Santa Anita and adding the prestigious Breeders' Cup to the portfolio of major international racing festivals we support.

"The global reach of the TurfTrax GoingStick now extends throughout America, Australasia, the South Pacific and Europe, further endorsing the GoingStick as an international standard for the assessment of Turf courses."

The process of implementation begins with site mapping when a reference grid will be created, ensuring that data is collected at the same points on the track each time readings are taken. A total of three GoingStick readings are taken in every grid with each reading measuring penetration and shear, the two forces exerted by the horse's hoof on the racing surface. Soil moisture measurements are also taken in each grid.

Detailed data, which can assist with track preparation where necessary, is presented in the form of a map which can be distributed by email and published via weblinks and social media, and is regarded as an important element of the communications strategy employed by major racecourses world-wide.

**ENDS.**

**ATTACHMENT: Santa Anita Park – USA Going Report – 2019-10-28 19\_24.pdf**

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**About TurfTrax:**

**TurfTrax** is a global leader in the design and implementation of innovative data products for the horseracing industry, we combine this 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, Dubai Racing Club, California Horseracing Board, Churchill Downs Inc., New York Racing Association, Hong Kong Jockey Club, Japan Racing Association, The Australian Turf Club and The Victoria Racing Club.