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Media Release

Thursday nights to go DoggyStyle for Gen Y

THE Brisbane Greyhound Racing Club has joined forces with Valley hotspot GPO Hotel to capture Brisbane's social Gen-Y audience.

The Club, which is located at Albion Park four minutes from the burgeoning nightclub Mecca of Fortitude Valley, has launched its new university nights to run on the first Thursday of each month, aptly named, DoggyStyle Uni Nights.

The DoggyStyle Nights, which start March 5, features bus transfers from the University of Queensland St Lucia Campus, Queensland University of Technology Gardens Point Campus, and Griffith University Nathan Campus, to the race track.

Once at the races, ticket holders will gain entry to the Dog House trackside precinct, which includes live dj's, betting facilities and basic drinks package; and then buses to the GPO Hotel in Fortitude Valley for free entry and VIP privileges all for \$45 a ticket.

Brisbane Greyhound Racing Club marketing and business development manager Anthony Millican said the nights were in response to a lack of University-themed events in Brisbane.

"Brisbane is craving Thursday night entertainment," said Mr Millican.

"So we have partnered up with one of Brisbane's most popular night spots, the GPO Hotel, put on some DJ's, transport and drinks, to sex up Thursday night racing a little.

"Also, when it comes to Thursday nights there is limited entertainment options so we thought it was only fitting that we host these nights on a Thursday night, which is our key race night of the week,"

To add pulling power to the events, which the slogan Do It DoggyStyle, the nights will promote some of Brisbane's most popular DJ's with the March 5 launch boasting headliners Jimmy Vegas, Dominic James and F.E.F. to play between races.

The three Brisbane-based DJ's have a combined resume featuring some of Queensland's largest music festivals including Future Music, Stereosonic, V-Festival and BBQ Beats.



Greyhound racing is the second largest gambling racing product behind thoroughbred racing, benefiting from quick races, and short time intervals of 20 minutes between races.

The new marketing push is the third racing code to launch new marketing campaigns after Queensland Racing's *'it's actually more fun if you're actually there'* campaign last year, and Harness Racing Queensland's Interdominion 2009 (ID09) promotions *'harness racing is reborn'*.

Mr Millican said the recent success of various Brisbane events proved Gen-Y were looking for points of difference in entertainment rather than 'just another drinking venue'.

"Entertainment packages are really doing well in the hospitality industry, and the GPO (Hotel) is a testament to that," he said, "They got the Veronicas and Metro Station there last week and packed the place."

"On the other side of the coin, the novelty factor is also attracting a young demographic and we get groups of young people coming out to the dogs often telling us that greyhounds could be the next Barefoot Bowls because it is completely different, affordable and simple to follow."

"It goes to show that the younger crowds are looking for a point of difference, and I think an all inclusive package with lightning fast greyhound racing and live DJ's will create an electric atmosphere and at \$45 it is very affordable."

The re-vamped marketing of the Club now also features a prominent online presence including their newly launched website www.brisgreys.com and on Facebook.

Planning is now also underway for the Club's key carnival the 2009 Sky Channel Winter Carnival, which will be held at Albion Park from June 4 to July 23.

The Brisbane Greyhound Racing Club races four nights a week, from Monday to Thursday, with Thursday nights being the major race meeting of the week.

**For further information please contact PR and Sponsorship Officer
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