



Thursday 22nd February 2024

**VIRGIN BET AND PRESENTING STAR NATALIE PIKE TO HOST INAUGURAL 'WOMEN'S DAY
SPONSORED BY VIRGIN BET' EVENT AT AYR RACECOURSE**

Virgin Bet is pleased to announce its first-ever 'Women's Day' event, taking place at the Virgin Bet Raceday on Saturday 9th March at Ayr Racecourse.

The day will serve as a platform to celebrate women in racing, making it the latest in a long line of social impact initiatives from Virgin Bet helping to create a more inclusive environment.

Open to everyone, the activity at the Virgin Bet Raceday at Ayr, exists as part of Virgin Bet's new brand purpose, 'A Good Bet', a campaign focussed on ways in which the brand can knock down pre-existing barriers within sports and culture at large.

For the upcoming event, Virgin Bet have partnered with presenting star Natalie Pike, who will be acting as compere throughout events on the day, and as a trailblazing figure in broadcasting, further boosting Virgin Bet's message of inclusion within sport.

As part of the day's proceedings, aside from viewing Ayr's spectacular race offerings, attendees will be able to attend a pair of panels hosted by Natalie which will inspire thought and lead conversation. At once both celebratory and insightful, the activities will introduce race fans to legendary women driving forward horse racing, as well as discussing diversity in the sport.

Panellists and subjects will include, with further names to be announced:

Panel 1: Legendary Women of Horse Racing

- Delly Innes (Chief Executive, Scottish Racing)
- Harriet Graham (Trainer)

Panel 2: Creative Inclusivity in Racing

- Charlotte Jones (Jockey)
- Emma Kay (WalkSafe Founder and CEO)

As part of the day and race sponsorship, Virgin Bet will continue to provide memorable experiences, with opportunities for female attendees to pick the Best Turned Out Award before each race and present the trophies to the winners. A donation will also be made to Ayr Racecourse charity partner, the Ayrshire Cancer Support charity, who through the CEO Sandra McCall and her team provide incredible support to the local community. Furthermore, for the event, Virgin Bet will be partnering with WalkSafe, an app developed to provide women with confidence and support when walking alone; Virgin Bet will be



highlighting WalkSafe's functions and App details, giving women peace of mind when travelling from the venue.

Musical entertainment will be provided by local Scottish female talent to bring an added experience to raceday goers.

With this debut Women's Day pilot event, a potential alternative to Ladies Day moving forward, Virgin Bet and Ayr are providing what proves to be a special and celebratory day, one which is open to all - reminding everyone that racing, truly welcomes everyone.

Virgin Bet Marketing Director, Ric Leask said: *"There are many incredible women involved in making horse racing the spectacle that it is, and for too long, their role has arguably gone uncelebrated and un-thanked. At Virgin Bet, as part of our 'A Good Bet' brand campaign, we want to make sport more accessible and to highlight brilliance, no matter who the subject, and this initiative is doing exactly that."*

Presenter and 'Women's Day Sponsored by Virgin Bet' collaborator, Natalie Pike added: *"I've loved being a part of creating this project with the teams at Virgin Bet and Ayr Racecourse, and hope it can inspire the next generation of incredible women working in horse racing. Sport is for everyone, and activations such as this are crucial to ensuring inclusivity and safety for women at events, and ultimately heroing the brilliant people who work in the sport."*

Ayr Racecourse Marketing Manager, Lindsey Smith continued: *"It's fantastic to host Virgin Bet's inaugural Women's Day activity and our racecourse, and from minute one, we have wanted to back this campaign with everything we have. We are so proud to work with, host, and pay respect to an incredible array of women within this beautiful sport, and this work will go a long way to bringing attention to these excellent people."*

Tickets for the event are available here: <https://www.ayr-racecourse.co.uk/event/virgin-bet-saturday-raceday/>. For further details on Virgin Bet, please head to <https://www.virginbet.com/>.

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About Virgin Bet

Launched in May 2019, Virgin Bet™ is one of the UK's fastest growing Sportsbooks and winner of 2021 SBC's "Rising Star" award. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry.

Virgin Bet fuses the values and principles of the Virgin master brand with the online gaming expertise of LiveScore Group to deliver a first-class customer experience.



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