



# Racing Together

## **Racing Together Resource Information Pack**

Many thanks for your engagement with Racing Together to date. As part of Racing Together, your racecourse is supporting British Racing's community engagement programme and in turn bringing together the communities in which we operate.

This pack contains collateral to visually support the campaign as well as useful information that can be used to promote Racing Together.

Your racecard and CCTV providers have been supplied with the respective artwork, so to include in your raceday programme please let them know.

Should you require any further information, please contact [Paul Swain](#).

## **Racing Together**

Here is the standardised wording for Racing Together:

*Racing Together is the collective banner for British Racing's community engagement. As such, Racing Together is integral to the way British Racing engages with its wider community. It provides for those who make up our industry, sustains our future and ensures our success is shared by the communities in which we operate.*

*Sport has great capacity to engage and help people. **'The power of racing'** can be utilised to great effect to connect with people in ways that other businesses cannot.*

## **Commentator's Wording**

Here is the standardised commentator's blurb for Racing Together:

*'Racing Together, British Racing's community engagement programme, is essential in bringing together the communities in which we operate, supporting racing, education outreach and local life.'*

## **Racecard Acknowledgements**

Here is the standard racecard acknowledgment for Racing Together

*'XXXX Racecourse has kindly donated this race title to Racing Together, British Racing's community engagement programme. Racing Together, supporting racing, education outreach and local life, is essential in bringing together the communities in which we operate.'*



# Racing Together

## Racecourse Activity

There is so much good activity occurring at racecourses in this domain, and it is important that you keep Racing Together informed of it. Please use the link on the Racing Together [website](#) or email [Paul Swain](#) to let us know what is happening so that we may assist with promotion.

When using social media to promote community activity, please use the **#RacingTogether**. You can also use the Racing Together artwork which can be downloaded from the RCA [website](#).