



ASCOT

FOR IMMEDIATE RELEASE, MONDAY 8TH JULY 2019

DERMOT O'LEARY (FROM BBC RADIO 2) TO MAKE DEBUT AT THE QIPCO KING GEORGE WEEKEND AT ASCOT RACECOURSE WITH POST-RACING DJ SET ON THE ASCOT BANDSTAND



The QIPCO King George Weekend at Ascot Racecourse – Friday 26th and Saturday 27th July – is a sparkling midsummer cocktail of style, socialising and world-class racing. Saturday's racing will be brought to a perfect close, as the sun sets, with live music around Ascot's iconic Bandstand and a DJ set from Dermot O'Leary (BBC Radio 2).

Combining world-class Flat racing with a quintessential English garden party experience, this unmissable summer event is regarded as Europe's premier midseason middle-distance championship and Ascot's most prestigious race meeting outside of Royal Ascot with over £1.2 million in prize money.

Off the track, a brand-new Supper Club at the Horsewalk Inn will be exclusively available on Saturday to King Edward VII and Winning Post Enclosure customers. Racegoers will enjoy a Plymouth Fruit Cup drinks reception followed by a two-course early supper on the fourth floor with beautiful views over the Old Paddock and sweeping lawns below for £25 per person.

As the sun begins to set on QIPCO King George Saturday, racegoers will be invited to gather on the lawns surrounding Ascot's iconic Bandstand until 8.30pm for live music from Fully Funktional. Dermot O'Leary will follow as he makes his debut appearance at the racecourse, bringing the

weekend to a close with a DJ set filled with summer classics, his indie and rock favourites and dance-floor fillers from the 80s, 90s and today.

Dermot O’Leary commented: *“I’m DJing at Ascot for the first time on Saturday 27th July for the QIPCO King George Weekend – I can’t wait to bring the racecourse’s famous Bandstand and lawns to life with a cool summer sound”*

Ascot’s new ‘Signature Serves’ will be available across the venue and include the ultimate G&T titled ‘Monkey Went to Ascot’ made with Monkey 47 gin, Fever-Tree Refreshingly Light Cucumber Tonic and a slice of cucumber. Guests can also choose the ‘Brambled’ sloe gin cocktail, the Alt G&T featuring Ceder’s Crisp non-alcoholic liquor and the Cuban Sparkle with Havana Club 7 Year and Fever-Tree Madagascan Cola.

Following the fashion delights of the Royal Meeting in June, Ascot invites racegoers to ‘Bring the Colour’ to the QIPCO King George Weekend. Less formal than its Royal counterpart, this fixture has long been a showcase of contemporary summer style with ladies encouraged to wear hats.

Juliet Slot, Chief Commercial Officer, Ascot Racecourse, says: *“The QIPCO King George Weekend has long been an important date in the racing and summer social calendar. It encapsulates what is best about this prestigious racecourse and offers our customers a quintessentially English garden party occasion alongside some of the greatest Flat horse racing in Europe. Each season we invite people to ‘bring the colour’ as racegoers highlight summer season style with many ladies opting for bright millinery creations.”*

Tickets start from £15 for groups of 10+ when booked in advance with on the day tickets from £22 for Queen Anne Enclosure admission on Friday.

Fine Dining packages are available from £175+VAT per person with Private Boxes also available from £208+VAT per person.

For further information and to book visit www.ascot.co.uk/kinggeorgeweekend

ENDS

For further information, interview requests and high res images please contact:

Alexandra Bertram, Consumer PR Manager, Ascot Racecourse
Email: Alexandra.bertram@ascot.co.uk, Tel: 07890 630 608