



Ascot Racecourse Media Release  
*For immediate release, Wednesday 7<sup>th</sup> August 2019*

## **ASCOT RACECOURSE SUPPORTS LOCAL CHARITIES DURING ROYAL ASCOT, RAISING MORE THAN £100,000 FOR COMMUNITY INITIATIVES**



During the five days of Royal Ascot 2019, Ascot Racecourse was pleased to support a variety of community projects and charities and is delighted to announce that generous racegoers helped raise more than £100,000 in total.

‘Ascot Racecourse Supports’ was launched in 2017 and brings together all of Ascot Racecourse’s community and charity work into one programme, for the benefit of the local community and beyond. Its goals are to support small, local charities and community groups with a focus on children and mental health issues, in addition to equine charities.

Some of the week’s charitable activities included:

### **Royal Ascot School Art Competition**

On Saturday, the six winning school children of the second annual Royal Ascot Art Competition took part in an inaugural ‘Guard of Honour’ for the jockeys, ahead of the fifth and final day of racing.

The children were interviewed by Ascot TV’s host Rupert Bell in the Parade Ring and their winning artwork was displayed on the big screen for the 70,000 plus racegoers to view. The children were also treated to a meet and greet with leading flat jockey Ryan Moore who was

also the judge of the competition again in 2019. The artworks can still be viewed lining the walls of the Heath Tunnel which leads from Ascot High Street, beneath the racecourse, to the centre of the track.

### **Military Support During Royal Ascot**

On the Friday of Royal Ascot, Ascot Racecourse welcomed military personnel and volunteers from The Royal Navy & Royal Marines Charity, Army Benevolent Fund – The Army's National Charity, and the RAF Benevolent Fund. The Racecourse also supply 1,500 tickets via a 2-for-1 offer for military personnel in celebration of the day.

A tri-forces bucket collection was held on the day which raised an amazing £22,220. The Army Benevolent Fund was additionally the beneficiary of contributions from the sale of Plymouth Fruit Cup, Royal Ascot Blush and Pimm's which totalled over £17,000. Ascot's food and drink concessionaires also generously donate 1% of their sales during the week to the charity.

### **Plant Donations from Royal Ascot**

More than 2,500 plants that were used for site decoration for Royal Ascot have been donated to four local gardening charities that help a range of people with disabilities and mental health issues. The beneficiaries included Jealotts Hill Community Landshare, Green Health Reading, Thrive and Braywick Heath Nurseries.

In addition, Ascot Racecourse also provided plants to Bracknell Town Council for community clubs and school grounds to improve their outdoor areas and get children and young people outdoors through their own gardening projects. All flowers from the Fine Dining restaurants are also donated to Thames Hospice throughout the year.

### **Ascot Ambassador Programme for the Injured Jockey's Fund**

The Ascot Ambassador Programme also launched in 2017 and sees ex-jockeys provide informative talks to Fine Dining and Private Box guests at Royal Ascot as well as all 21 annual Ascot Racedays. Guests who attended Royal Ascot were incredibly generous and the combined teams managed to raise a record sum of £14,295.45 for the charity. Ascot Racecourse also donated £1 for every Fine Dining guest that attended during the week bringing the total raised to more than £1,700.

**Nick Smith, Director of Racing & Communications, Ascot Racecourse, commented on this year's initiatives to-date:** *"Through Ascot Supports we, our racegoers, concessionaires and sponsors historically raise over £500,000 a year for various charities. We are very proud to participate in local promotions, from the local school's art competition which culminated at Royal Ascot to activities such as hosting over 340 children for the Sebastian's Action Trust Christmas in July party. Ensuring that our local community benefits from the county's biggest sporting venue, and supporting the charities that do great work within our industry, is at the heart of our community and charity programme."*

To find out more about Ascot in the community please visit [www.ascot.co.uk/ascot-racecourse-supports](http://www.ascot.co.uk/ascot-racecourse-supports)

**ENDS**

**For further information, interviews and images please contact:**  
Alexandra Bertram, Consumer PR Manager, Ascot Racecourse

Email: [alexandra.bertram@ascot.co.uk](mailto:alexandra.bertram@ascot.co.uk); Tel: 07890 630 608