



FOR IMMEDIATE RELEASE

5 REASONS TO ATTEND ASCOT'S KING GEORGE WEEKEND

You Bring the Colour...



[View the 2017 King George Weekend Highlights Video](#)

The King George Weekend, held on Friday 27th and Saturday 28th July at Ascot Racecourse, celebrates the best of British summertime as one of the most prestigious race meetings outside of the Royal Meeting.

Combining world-class Flat racing with a quintessential English garden party experience, it is an unmissable event steeped in history and synonymous with style. Here are the top 5 reasons to attend this year's colourful King George Weekend at Ascot Racecourse...

TOP-QUALITY RACING

Expect to see some familiar faces at this race meeting as some of the world's top horses, jockeys, owners and trainers descend on Berkshire. With a prize of £1.25m, all eyes will be on Saturday's feature race – the King George VI & Queen Elizabeth Stakes, sponsored by QIPCO – which has been won previously by the likes of Enable and Highland Reel. Who will reign supreme this year as Ascot welcomes Coronet, Crystal Ocean and Kew Gardens, amongst others, to the track?

A JOURNEY THROUGH TIME

This year's King George Weekend will celebrate past winners of the feature race from decades gone by since the meeting first took place in 1951. This will be reflected on Ascot's famous Lawns as they are

transformed with colourful theming, entertainment and food to represent the different eras and their celebrated horses. Enjoy an eclectic line-up of live music on Saturday, spanning from the 50s through to the noughties, and an array of retro entertainment with an interactive graffiti wall and aerial artists performing between racing.

YOU BRING THE COLOUR

Following the fashion delights of the Royal Meeting, Ascot invites racegoers to 'Bring the Colour' to the King George Weekend. Less formal than its Royal counterpart, this fixture has long been a showcase of contemporary summer style. Complete with a retro VW campervan photobooth, this race meeting is the perfect opportunity for a selfie with friends, family and colleagues.

FOOD FOR THOUGHT

As always at Ascot, there will be plenty of food and drink options available throughout your day. From building your own Afternoon Tea on the 50s-themed tea lawn to retro cocktails and takeaway dishes from the 60s and 70s to chill-out vibes on the day beds of the Marquee Club and classic dishes from the Best of British Lawn, there's something to tempt all taste buds.

A PERFECT SUMMER'S DAY

With the best British summer since 1976, the King George Weekend at Ascot is the quintessentially British garden party of the alternative social season. With a range of Enclosures to choose from and free entry for under 18s there's no better way to spend a summer's day enjoying the atmosphere of Berkshire's historic Royal racecourse.

Tickets start from just £28 per person if booked in advance for Queen Anne Enclosure with VIP picnic benches available to reserve for up six people for just £100.

Book online at www.ascot.co.uk. #KingGeorge

ENDS

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NOTES TO EDITOR:

Upcoming 2018 Events

The Dubai Duty Free Shergar Cup & Concert – Saturday 11th August

A unique and innovative fixture in the global racing calendar, this is horse racing but not as you know it. Four teams assemble – Europe, Great Britain, Rest of the World and the Girls – to battle for glory in an adrenaline-filled afternoon where every stride, every place and every win counts. The excitement continues with a post-racing concert featuring international superstar Rita Ora, Example & DJ Wire, Soul II Soul and DJ Scott Mills hosting.

Festival of Food & Wine Racing Weekend – Friday 7th & Saturday 8th September

This meeting combines Flat racing action with a bustling food fair and an array of culinary talks and live chef demonstrations from the likes of two-Michelin star chef Raymond Blanc OBE. Fantastic racing is stirred with a host of culinary attractions including more than 40 stallholders where racegoers can sample and purchase a host of food and drink with a shop and drop service available.

Autumn Racing Weekend & Ascot Beer Festival – Friday 5th & Saturday 6th October

A destination for those who favour real ales, craft beers and speciality ciders, The Ascot Beer Festival, in association with CAMRA, creates a unique atmosphere in which to enjoy over 300 varieties whilst at one of the world's premier sporting venues. With a lively, warm atmosphere alongside a valuable afternoon of racing action each day – this is excitement on tap.

QIPCO British Champions Day – Saturday 20th October

The finale of the British Champions Series, QIPCO British Champions Day closes the curtain on the Flat season with great flair, as Europe's finest horses, trainers and jockeys descend on Ascot for the most valuable fixture in the British Racing Calendar. The afternoon is rounded off with a hugely popular post-racing concert, keeping the meeting's atmosphere well and truly alive after the racing action has finished.

Fireworks Spectacular Family Raceday – Saturday 3rd November

The Jumps Season returns to Ascot with a bang. A valuable and high-quality card of National Hunt racing is followed by one of the south east's largest firework displays as more than 20,000 shots are fired from the centre of the racecourse. With a free fairground for children and adults alike and a marshmallow toasting hut, this is the perfect way to enjoy the autumnal colours of the sprawling Crown Estate.

Prince's Countryside Fund Racing Weekend & Christmas Shopping Fair – Friday 23rd & Saturday 24th November

The ideal place to start your Christmas shopping, this meeting combines thrilling Jumps racing with Ascot's Christmas shopping fair and the charity fundraising element comes from the meeting's namesake, The Prince's Countryside Fund. Created to draw attention to the importance of the British countryside, this race meeting has raised more than £1m since its inception in 2015.

Christmas Racing & Family Raceday – Friday 21st & Saturday 22nd December

A festive two-day finale, this is where Christmas begins in earnest. The Jump racing action is complimented by everything it takes to evoke that Christmas spirit, from mulled wine and mince pies to brass bands and carols, the festivities start here.

A meeting where racegoers can simply revel in the inescapable magic of Christmas. Whilst the racing action is headlined by one of the most prestigious and valuable races of our season in the JLT Long Walk Hurdle, the atmosphere across the course is infectious as Father Christmas arrives and eventually carols are sung as the curtain closes, a true Ascot tradition.