

**Ontario
Racing
Commission**

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**Commission
des courses
de l'Ontario**

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February 17, 2011

Notice to the Industry

Application for 2011 Race Date Amendment Rideau Carleton Raceway

The Ontario Racing Commission is circulating this application for an amendment to the 2011 approved race date schedule and will receive comments on the application from interested industry participants before making its decision on the application.

The process for approving the annual race date schedules for each racetrack under the Ontario Racing Program occurs in the fall of each year and is communicated to the industry through Notice of the Director's decision.. Amendments to their annual approved schedule of dates and post times are made by application to the Director. A post time change of more than 30 minutes must be approved by the Commission.

An application was received from Rideau Carleton Raceway as follows:

Rideau Carleton Raceway	Add
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	Friday, March 11, 2011
	Monday, August 8, 2011
	Monday, August 15, 2011

Copy of the application and business case to support the change is attached.

Input, comments or concerns **must be received by February 22** to be considered and can be forwarded to the Ontario Racing Commission as follows:

Facsimile: (416) 213-7827
E-Mail: inquiry@ontarioracingcommission.ca
Mail: ORC, Suite 400, 10 Carlson Court, Toronto, ON M9W 6L2



John Blakney
Executive Director
Ontario Racing Commission
10 Carlson Court, Suite 400
Toronto, Ontario
M9W 6L2

February 17, 2011

Re: Makeup days for 2011

Dear Mr. Blakney

Rational for Specific Dates

RCEC has applied to replace the three lost days in February with Friday March 11, Monday August 8 and Monday August 15, 2011.

RCEC and the NCRHHA determined that adding the extra Friday in March would be beneficial to the horsemen while still keeping consistency with our schedule of the last seven years. Since RCEC's first scheduled live Friday this year was March 18, it would be easier and less confusing to customers and horsemen to race one Friday earlier rather than a Friday in February and still have the opportunity to get on the simulcast schedule of our North American partners.

The rational for the two additional Mondays in August was that these two days would be the most appropriate to adopt for all stakeholders (RCEC, Horsepeople and the public). RCEC will have raced the previous five Mondays and would be a natural and less confusing to extend the additional two days. RCEC will be able to simulcast our product to our Canadian partners and our American partners with a much larger pool than any other time we looked at.

4837 Albion Road, Gloucester (Ottawa), Ontario Canada K1X 1A3

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Getting the Message Out

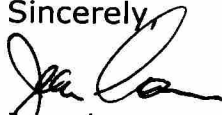
It will be critical to inform the stakeholders well in advance of the change in schedule but especially the on track public and our simulcast public. RCEC proposes to use a multitude of ways to get the change of dates out.

These would include:

- On track signage
- Radio advertising
- Newspaper advertising in both community and City wide papers
- Program ads, and
- In house and simulcast television bulletins.

I trust that these dates will satisfy our requirement to replace the lost days in February. Should you require anything further, please do not hesitate to call me at 613-822-2211 ext. 340.

Sincerely,



Jean Larose
General Manager

c.c. NCRHHA