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August 26, 2009

## **News Release**

### **Standardbred Horse Improvement Program 2010 Season Planning**

#### **ORC invites participation in Standardbred Program Advisory Groups**

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The Ontario Racing Commission (ORC), as Program Administrator, is seeking out interested people to be involved in planning for two different areas of the Standardbred Improvement Program – one, conducting a review of the OSS race scheduling process, and two, participating in a review of marketing requirements for the Standardbred Program.

##### **A review of the OSS Scheduling Process**

In pulling together the Ontario Sires Stakes (OSS) schedule of races each year, there are many and varied issues that are considered. It is time to ask ourselves if the principles by which we schedule the races still hold true. For example, should the first start for two year olds continue to be after July 15, should OSS races be scheduled to avoid major stakes races, should we reduce the number of events per category to be able to end the season earlier? The Board of the ORC has asked for a review of the scheduling process to re-evaluate these principles.

The Administrator is looking for two owners and two trainers currently involved in the OSS Program to sit on a sub-group, scheduled to meet on September 10<sup>th</sup>. If you are available and would like to be involved, you are encouraged to put your name forward by September 4<sup>th</sup>. Whether or not you are selected to participate, the OSS Schedule Review coordinator will be in touch with you to hear your input.

##### **A review of the Marketing Requirements for the Standardbred Program**

Now that the Standardbred portion of the Horse Improvement Program includes more than just OSS, and given that the five year OSS Communications Contract is nearing completion, a review of the marketing requirements for the Standardbred Program is timely.

The Administrator is seeking individuals to serve on the committee who are experts in the field of marketing. While an understanding and appreciation of the sport of harness racing is desirable, we are more interested in your experiences outside of the field of horse racing. If you are, or if you know of someone who is expert in marketing outside of horseracing, who

can bring fresh, outside the box thinking to this matter, please encourage them to put their names forward.

**Names for the marketing group should be put forward by September 1 and the person should be available to attend a meeting scheduled for September 3<sup>rd</sup>.** Whether or not you are selected to participate, the Marketing Review coordinator will be in touch with you to hear your input.

Individuals applying are asked to send a profile to include their areas of expertise to the Ontario Racing Commission by the dates described above, as follows:

By Fax: (416) 213-7827  
By Email: [sandy.anthony@ontarioracingcommission.ca](mailto:sandy.anthony@ontarioracingcommission.ca)

We thank you in advance for your interest and look forward to receiving your nomination.

Contact: Wendy Hoogeveen  
Director, Industry Development and Support  
wendy.hoogeveen@ontarioracingcommission.ca