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For immediate release

TAB Racing Club adding the experience of ownership for racing fans

The experience of racehorse ownership is just a click away for TAB customers following the official launch of the TAB Racing Club (TRC) today.

The club, which is modelled on a similar club operated by Entain through its Ladbrokes brand in Australia, offers TAB customers the chance to opt in to becoming a member of the club, and experience the joys of ownership without spending a cent.

The club's purpose is to drive awareness and support for getting involved in racing ownership.

TAB customers who are logged into their accounts can opt in to the club at tab.co.nz/racing-club. From there, they can enjoy access to exclusive behind-the-scenes stables content from leading trainers on the club's runners, ballots for raceday prizes including events and bonuses, ownership experiences including raceday owner ticketing and hospitality, stable tours, and access to other club competitions.

Cameron Rodger, Managing Director – New Zealand for Entain Australia and New Zealand, the operators of TAB, sees the club as a great chance to open customers to the world of ownership.

“There's no feeling quite like the excitement of having a runner at the races and now many more Kiwis can find this out for themselves,” Rodger said.

“The club is a great entry-level, no-cost way for Kiwis to get a taste of what a world-class ownership experience looks like.

“They'll hear from some of the industry's leading lights about the club's horses and get to soak up the very best of an on-track experience through our prize draws.

“We envision the club as creating a pathway for TAB customers to head towards joining the ownership ranks in their own rights.”

The club purchased 12 thoroughbred yearlings at Karaka 2024 in January, and four pacers at the NZ Bloodstock Standardbred sales in February.

Two other horses have been acquired by the club, with Bella Ragazza already placing in her last two runs in the South Island.

Several 2-year-old thoroughbreds are making moves towards a race debut, with a number of runners, including Aurora Storm and Adoration already appearing at the trials and jumpouts.

Information on how to opt into the TRC is now available through tab.co.nz and the TAB App, and TAB customers can join directly at tab.co.nz/racing-club, where a number of balloted events are already open for expressions of interest.

Information on each of the TAB Racing Club-affiliated horses is available through the TAB Racing Club portal or in the [Punters Lounge section](#) of tab.co.nz.

Attached images:

- 1: the TAB Racing Silks as worn by jockey Warren Kennedy
- 2: Adoration at the Te Rapa trials in August, with jockey Warren Kennedy on board.

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