

2019 THE HORSES AT EVERGREEN PARK HIGHLIGHT EVENTS

Wiener Dog Derby (Sunday, July 21)

- One of the largest attended events at J.D.A. Raceway in 2019 with over 4,000 in attendance
- Fund-raiser for Bandaged Paws
- Evergreen Park provided 1,100 free hot dogs
- 32 dogs competed and there was a waiting list



Mr. Mike's Paint The Park Purple – Race For The Cure & Dino Derby (Sunday, Aug. 25)

- To create awareness about pancreatic cancer and fundraise to help find a cure.
- Over \$4,000 was raised.
- About 2,000 took in the day's activities which included a silent auction, 50/50, Frisbee toss into a purple tractor tire (Frisbees \$5 each with a \$1,000 travel voucher as the main prize), purple cookie/bracelet/drink sales, purple stickers and an awareness alley that included seven signs with pancreatic cancer information.
- Purple Day also included the first-ever The Horses At Evergreen Park Dino Derby. It was organized by Philip J. Currie Dinosaur Museum staff and volunteers and held immediately after the final race on the track with the 15 dinos leaving from the starting gate competing in several heats to decide a champion.
- A Dino Dig with prizes was also held in a huge sand pile for the kids; the museum had a tent and information booth set up and also took "bets" on the dinos; and the Grande Prairie Regional Tourism Association was on site with a booth. The museum sold each dino to a local sponsor.



The Power Of Bacon (Sunday, Aug. 11)

- Created by Evergreen Park head chef Kelly Buyer and was held on Sunday, August 11.
- Several bacon-themed food items were created and available at stations manned by Evergreen Park staff and County of Grande Prairie Firefighters.
- Public was able to vote on what they thought was the best bacon-themed item.
- Food vouchers were sold for each item, prizes were made available and proceeds from the event, which also included a live musician, went to the firefighters for their community foundation.
- Event made over \$600 for the firefighters.
- What could be better than bacon, beer and betting!



Empire Oilfield Solutions EP Horse Club Honorary Owner

- Child 12 or under selected for each race day
- Had photo taken in winner circle after first race and received free 5 x 7 print
- Received Horse Club hat and Horse Club ownership certificate
- Part of event was monthly visit by Honorary Owners to barns to visit Club horses with Club trainer being the host
- Bio on child and photo in that day's program
- Bio and photo posted on Evergreen Park Facebook page
- Introduced in front of grandstand before first race and given cap and certificate



Art Show Jockey Fundraiser

- Local artists contributed artwork with minimum bid and anything over minimum bid going to jockey foundation
- Organized by local artist and former jockey Holly Crichton
- About 20 pieces of artwork were displayed all season under grandstand
- Donations were also accepted at information table
- Artwork was displayed on Evergreen Park Facebook page



Keddie's Big Hat

- Held every race day
- Guest was chosen to wear big goofy cowboy hat and if they wore all race day got a \$50 gift card at Keddie's
- Photos of winners wearing hat were posted on Evergreen Park Facebook page



Fabutan Race 4 Kids Pick

- Before race day started entry boxes placed on table depending on how many horses in Race 4
- Children 12 and under entered in box of horse number they thought would win Race 4 each night of racing
- After race winner chosen from box of winning horse number
- Winner got \$25 gift card at local toy store
- Winner photo posted on Evergreen Park Facebook page



Watson's Foto Source Horses At The Park Photo Contest

- Open to professional and amateur photographers
- All signed agreement to allow Evergreen Park to use their photos
- Photos were displayed on Evergreen Park Facebook page and screens at stadium
- Fans voted on best photos second last weekend and winners presented on last weekend
- Each pro and each amateur received \$500 gift card at Watson's



The Alberta Derby At Evergreen Park (Sunday, July 28)

- Over \$50,000 in purse money – all raised locally
- Highlighted by VIP Brunch
- Prizes for best dressed man, woman and child and draw for brunch hosted by Evergreen Park chefs
- About 2,000 attended



4-H Day (Sunday, Aug. 4)

- Free hot dogs for 4-H compliments of Horse Racing Alberta
- HRA was there to engage with 4-H groups
- Barn visit conducted by Evergreen Park Racing Club trainer Kathy McNally
- 4-H were guests in the VIP tent



The VIP Experience

- VIP tent available each race day
- Food, beverages, betting vouchers, betting buddy and program made available
- Sponsors have option of tent rental only or full sponsorship package that includes promotion at races, beverage coupons, programs for up to 35



Evergreen Park Racing Club 2019

- Over 50 members for the third straight year
- Club horses won three times between May and August racing in Grande Prairie and Edmonton
- Local long-time trainer/owner Kathy McNally took over the role of Club trainer in 2019
- Evergreen Park board member Norm Tremblay has been the Race Club manager since the Race Club started in 2017

