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CIRCULAR No. 1227

TO: THE SECRETARY ALL TOTALISATOR CLUBS AND KINDRED BODIES

FROM: BROOKE HENDERSON
MARKETING & COMMUNICATIONS COORDINATOR

SUBJECT: **MARKETING IN HARNES RACING WEEKLY & ON HRNZ WEBSITE**

Dear all,

Starting next month, the HRNZ Marketing Department will be placing a fortnightly half-page advert dedicated to Club news, marketing/promotional information and updates in the Harness Racing Weekly. If you would like to promote your Club, raceday, event or membership then the place to have it is in the Harness Racing Weekly.

This campaign will begin in the 12th of September issue of the Harness Racing Weekly, followed by the 26th September, 10th October, 24th October and so on. We ask that if you have any information you wish to have featured, please contact me by phone or email by 10am Monday of that week. This service will effectively replace the Club News.

The HRNZ website also has an Events section where Clubs are encouraged to promote their events. This can be done by contacting myself or Andrew Morris. In addition to this new section of the website, we are looking to enhance the Clubs pages with information including history, records, links, membership information, events and features. This will especially benefit those Clubs that do not have their own website. Over the next month I will be in contact with each Club to obtain the required information, however if you are forthcoming with this information it would be greatly appreciated.

If you have any questions, please do not hesitate to contact me.

Kind regards,

Brooke Henderson
Marketing & Communications Coordinator