



For Immediate Release

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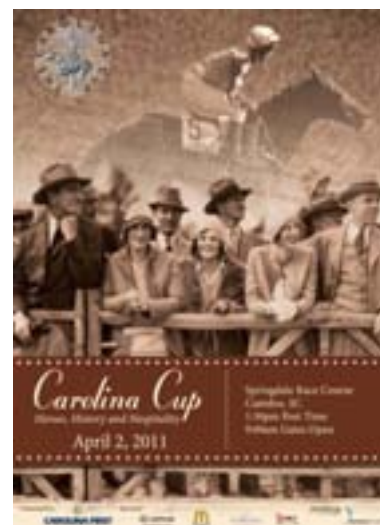
The Countdown to the Cup Begins

Invitations to the Carolina Cup 2011 are in the Mail

CAMDEN, SC – The “Countdown to the Cup” has started as invitations for the 79th Annual Carolina Cup Steeplechase Race Day have been mailed. The event is set for Saturday, April 2, 2011. The deadline for reservations is February 11.

The annual “rite of Spring” draws more than 60,000 race fans each year to the Springdale Race Course. And, that’s a big deal for the Midlands economy. A University of South Carolina study concluded that the economic impact study of the Carolina and Colonial Cups is \$4.4 million annually.

With the economy in mind, this year’s new Carolina Cup poster reads “Horses, History and Hospitality.” That is directly tied to the Kershaw County Chamber of Commerce’s efforts to attract tourists to the area.



General Admission tickets are on sale now at the reduced price of \$30.00. After March 19, the price is \$45.00. Children under 12 are admitted free when accompanied by an adult.

About the Carolina Cup Racing Association

The Carolina Cup Racing Association relies on the Carolina Cup and the Colonial Cup races to fulfill its mission of operating Springdale Race Course as both an equestrian and tourism center. Springdale Race Course is a world-renowned, 600-acre European style Thoroughbred racehorse training center that operates year-round and is home to Hall of Fame trainers Jonathan Sheppard and Janet Elliot. Famous equine residents have included Flat Top, Storm Cat, Forever Together, Zacchio and Ruffian. Learn more at www.carolina-cup.org

www.carolina-cup.org On Facebook at “Carolina Cup Racing Association”