



## Seven Secures Magic Millions

17 November 2017 --- In a major coup for the Magic Millions January Sales and Raceday Carnival, the Seven Network has today announced that it will extend live coverage of the \$10 million Magic Millions Raceday for a further three years, taking it through to January 2020 (inclusive).

Seven Group Holdings Executive Chairman, Kerry Stokes AO and Chief Executive Ryan Stokes, in conjunction with Seven West Media Managing Director, Tim Worner made the joint announcement with Magic Millions co-owners Gerry Harvey and Katie Page-Harvey at the official launch of the 2018 Magic Millions Carnival on the Gold Coast today.

“Gerry and Katie have built something special with Magic Millions that has a unique offering on the Australian and international horse-racing calendars,” said Kurt Burnette, Chief Revenue Officer, Seven West Media.

“The Magic Millions Raceday is an enormously popular fixture on Seven’s racing schedule and this long-term partnership demonstrates our commitment to Katie and Gerry’s vision to grow and evolve the event every year. There is nothing else quite like it in Australia - if not the world. What happens on the Gold Coast in January sets the tone for racing in Australia for the rest of the year,” Mr Burnette said.

Commenting, Saul Shtein, Seven’s Head of Sport, said: “Showing their extraordinary flair for innovation, Katie and Gerry have created 10 days of events that are a must attend for everybody in the racing industry and, as importantly, the broader public – this includes first time racegoers all the way through to established international connections. Magic Millions Raceday always caps off a remarkable Carnival and we are pleased to announce the Seven Network’s commitment to broadcast the day in full for the next three years.”

Ms Page-Harvey said Seven’s live coverage of Raceday, which began in 2015, has been instrumental to the growth in popularity and presence of the Magic Millions.

“Our turnover from Magic Millions January Yearling Sales has more than doubled over the past five years – growing from \$70 million in 2013 to \$145 million at last year’s sales. Winx, Redzel, Capitalist and Buffering are all Magic Millions graduates. In many instances these future superstars are revealed at the Magic Millions Raceday in January. It is where those who love racing go to witness or purchase the next big names in racing,” Ms Page-Harvey said.

“Magic Millions was the first raceday in Australia to offer \$10 Million in prizemoney on a single raceday. Our aim is to continually set the bar higher and the partnership with Seven ensures the standard of the Raceday broadcast is world-class.





"The line-up of racing talent that Seven brings to the Gold Coast is extraordinary - with Richard Freedman and Jason Richardson set to join our Magic Millions Ambassadors Francesca Cumani, Hamish McLachlan and Amanda Abate we know that Magic Millions Raceday will be showcased at its absolute best."

Chief Executive of Tourism & Events Queensland, Leanne Coddington, says Seven's commitment to Magic Millions Race Day presents a great opportunity for the national spotlight to shine on the Gold Coast.

"The Magic Millions Raceday is the highlight of the annual Magic Millions Carnival and one of Queensland's premier racing event experiences," Ms Coddington said.

"Seven's announcement means the event experience and vision of the beautiful Gold Coast will be shared with racegoers as well as viewers nationwide.

"The Magic Millions Carnival is just one of many stellar Gold Coast events featured on the It's Live! in Queensland events calendar for 2018, which is forecast to generate more than \$780 million for the state's economy next year."



Queensland  
Government

