

## NEWS RELEASE

### **Shaw's Best Dressed Ladies Day at Tralee Festival Races** in association with Killarney Crystal

Thursday 21st of August 2008

*The race is on ... so dress to impress!*

**TUESDAY 22ND OF JULY, Tralee, Kerry**

**TODAY Shaw's Department Store**, Tralee, in association with **Killarney Crystal**, have announced that they will once again be the official sponsors of Ladies Day at the forthcoming Tralee Festival Races on Thursday 21st of August. Prepare for glitz and glamour, hats and handbags, minis and maxis - as the best of the 'best dressed' add sensational style to the afternoon at the Tralee Races.

**1st Prize: ! EUR800 voucher for Shaws plus Killarney Crystal Bowl**

**2nd Prize: ! EUR400 voucher for Shaws**

**3rd Prize: ! EUR300 voucher for Shaws**

Head judge this year is **Lee Bradshaw**, former top model, and current owner/head chef of Station House Bar and Grill and twentyone restaurant in Blennerville, Tralee, Co. Kerry. Lee who will be familiar to many from RTE's The Restaurant, will be assisted by top international fashion buyer, **Geraldine Beere** from Shaws and **John Classey**, Managing Director of Killarney Crystal, Ireland.

**Stephen Pike, Manager of Shaw's Department Store, Tralee, commented** "This is the tenth year Shaw's Department Store have sponsored Ladies Day at Tralee Festival Races and it continues to demonstrate our commitment to both Irish fashion and to our community. Every year the fashion stakes get higher, as ladies from Kerry and far beyond, dress to win this prestigious title. We would like to welcome on board once again our co-sponsors of Ladies Day, Killarney Crystal, and together wish Timmy Griffin and his team every success with this year's racing festival".

**Lee Bradshaw, Owner Station House Bar and Grill and twentyone restaurant in Blennerville, Tralee, commented:** "There really seems to be a lot of interest around Ladies Day and the Races this year. We've had lots of enquiries and bookings in the twentyone Restaurant already so that's just one indication of how busy and popular the event is going to be. I would say "dress to impress" but be confident in what you're wearing, that will show more than anything else!"

This year, HORSE RACING IRELAND (HRI) will present a special champagne goodie bag to each of the fifteen finalists in the Ladies Day Competition. Plus to add even more sparkle to the occasion, Jacob's Creek will host a champagne reception for 200 ladies on the course that day. To receive the coveted pink bracelet for entry, simply dress to impress and catch the judges eye!

Tralee Festival Races runs from Tuesday 19th of August to Saturday 23rd of August. The first race on Ladies Day is at 2.10pm and the feature race is **‘The EUR45,000 Denny Gold Medal Handicap Chase’**.

**Ends**

**For more information on Shaws Ladies Day, please contact;**

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