

NEWS RELEASE

KILLARNEY JULY RACING FESTIVAL LAUNCHED

Monday 14th - Thursday 17th of July

4 days of Top Quality Racing, Family Entertainment and Glamour Guaranteed

Glamorous couple - TV STAR Brian Ormond and Top Model Pippa O'Connor
announced as judges of the Dawn Dairies Queen of Fashion

Monday 30th of June, Killarney, County Kerry. 8pm.

The forthcoming Killarney July Racing Festival (14th to 17th of July) was officially launched tonight at a Cocktails and Canapé Reception in the luxurious surroundings of the Brehon Hotel Killarney, County Kerry. The launch was attended by Directors of the Killarney Race Company, sponsors, the Mayor of Killarney, Patrick O'Donoghue, local politicians, members of the Chamber, the media and nine previous Dawn Dairies Queens of Fashion dating back to the first winner in 1994*. Chairman of the Race Company, John Buckley, outlined the highlights of this year's race meeting which includes top quality racing daily; family day on Wednesday; high value race-card giveaways daily and the Dawn Dairies Queen of Fashion ladies day on Thursday 17th July. This year's four day festival has three evening meetings (Monday, Tuesday and Wednesday) and one afternoon (Thursday). Admission is €20 and children under 12 are free. For more information contact Micheál Lucey, Secretary Manager, Killarney Race Company on 064 31135.

John Buckley, Chairman, Killarney Race Company

“For top quality racing on one of the most beautiful and scenic courses in the world, I can promise you that our forthcoming Killarney Racing Festival will once again exceed your expectations. I would like to thank my fellow Directors and valued sponsors and patrons for their on - going support and following on from our most successful race meeting in May, I look forward to the sun smiling on another exciting and enjoyable July Racing Festival”.

At the launch, **Gerard Coughlan, General Manager, Dawn Dairies Killarney**, officially announced celebrity couple - TV Star **Brian Ormond** and his stylish girlfriend, the model **Pippa O'Connor**, as the judges of the prestigious Dawn Dairies Queen of Fashion Ladies Day on Thursday 17th of July . The winner of the title ‘Dawn Dairies Queen of Fashion’ will win a trip for two to **New York City** as well as a specially commissioned Crystal Vase. Details were also revealed of a new category this year - **“The Most Stylish Hat Award”** - which will be awarded to what the judges deem to be the most fabulous hat or head piece on course on ladies day. The winner of this new category will win a two night stay in the luxury **Carton House Hotel, Maynooth, County Kildare** and a specially commissioned Crystal Vase.

Gerard Coughlan, General Manager, Dawn Dairies

“Following on from the huge popularity of Keith and Lisa Duffy as our judges last year, we decided to keep with the theme of a glamorous Irish duo to judge the Dawn Dairies Queen of Fashion - and Brian and Pippa were a natural choice. Brian is a well known TV star and successful musician, who has entertained audiences over the

past three years as the presenter of “You’re a Star”. His girlfriend, the very glamorous Pippa O’Connor, is a top Irish model and highly regarded on the fashion scene. Pippa is also the sister of Irish international show jumper, **Cian O’Connor**, so her association with both the world of horses, and of course, her impeccable sense of style, are perfect credentials to judge this year’s Ladies Day. We are certain that together - Pippa and Brian - will prove to be a winner alright for the thousands of ladies from all over Ireland who make their annual stylish pilgrimage to our Dawn Dairies Ladies Day in Killarney.

We also decided to review our judging categories this year and introduce a **Most Stylish Hat Award**. Over the past number of years, judges have expressed their delight and admiration at the exceptional standard of creative and stylish hats worn to ladies day at Killarney. Many of these hats were created by international milliners including Philip Tracey, as well as Kerry based milliners and designers, including previous winners of our Queen of Fashion. No wonder, Ladies Day at Killarney is considered by many to be better than Ascot!

Lastly, I would like to warmly welcome here tonight many of the previous winners of the Dawn Dairies Queen of Fashion. Dawn Dairies commenced our sponsorship of this event in 1994 and, over the years, ladies day at Killarney has captured the imagination of women everywhere, establishing itself today as one of the premier fashion events in the Country. Indeed, when I saw the HRI (Horse Racing Ireland) brochure promoting ladies day events in 2008, I was delighted to note that most of the photographs were of ladies participating in our event in Killarney! So good luck to

everyone and I look forward to another successful Dawn Dairies Ladies Day at the races in Killarney on the 17th of July”.

Brian and Pippa will follow in the footsteps of many other Irish style icons who have previously judged the Dawn Dairies Queen of Fashion including style icon, Celia Holman Lee, boyzone pop star Keith Duffy and his fabulous wife Lisa, former Miss World (and Chris de Burgh’s daughter) Rosanna Davison, TV personalities Grainne Seoige, Caroline Morahan and Anne Doyle and top models Natasha Byram and Yvonne Keating.

Widely regarded as one of the most popular and fashionable race meetings in Ireland today, the four day Killarney July Festival Race Meeting continues to attract capacity crowds to what is certainly one of the most scenic race courses in Europe. The location of the race course in close proximity to the heart of Killarney town (one of Ireland’s premier tourist destinations) allows race-goers to enjoy the fun filled atmosphere long into the night due to numerous post racing events held in venues throughout the town during the festival. This year, the team from Xpose (TV3) and a crew from Sky Sports will both be covering the race meeting - testament to its growing appeal both in Ireland and abroad.

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For more information on the Dawn Dairies Queen of Fashion please contact:

Orla Diffily, Upfront PR. Telephone: 066 7117704 / 086 8399115

Don MacMonagle will attend the launch and syndicate a photograph to you.

BACKGROUND INFORMATION ON DAWN DAIRIES JUDGES

TV presenter and singer, 28 year old Brian Ormond, has been in the entertainment business since he was a toddler. He is now perhaps best known as the popular TV presenter of "You're a Star" on RTE. As well as competing in RTE's Popstars (which formed the band Six) Brian was also the only Irish person to reach the final ten in the UK's Pop Idol and was singled out for praise by legendary music guru Simon Cowell. Brian has also recently worked on movie soundtracks including backing vocals for Gavin Friday's tracks for the Neil Jordan movie 'Breakfast on Pluto and tracks for the RTE drama Showbands.

23 year old, Pippa O'Connor, has enjoyed a meteoric rise to fame in the past year with numerous modeling assignments and photo calls. She has also appeared on the Podge and Rodge Show. No stranger to the world of Sport, Pippa's maternal grandfather was the famous Irish rugby international Karl Mullen and she is the sister of top Irish international show jumper Cian O'Connor.

*** DAWN DAIRIES QUEEN OF FASHION IS NOW IN ITS 15TH YEAR**

THE FOLLOWING ARE THE PREVIOUS WINNERS AND THE JUDGES

(model agency owner, Celia Holman Lee has also been a judge since 1996)

2007	Marilyn Murphy	judged by Keith and Lisa Duffy
2006	Pauline Fitzgerald	judged by Rosanna Davison
2005	Bernadette O'Sullivan	judged by Caroline Morahan
2004	Emily O'Keeffe	judged by Grainne Seoige
2003	Norma O Donoghue	judged by Natasha Byram
2002	Margaret Riordan	judged by Grainne Seoige
2001	Amelia Hurley	judged by Anne Doyle
2000	Avril O Connell	judged by Celia Larkin
1999	Carol Dempsey	judged by Anne Doyle
1998	Dolores Croke Daly	judged by Yvonne Keating
1997	Maeve McCarthy	judged by Marie Staunton
1996	Marguerite Guerin	judged by Celia Holman Lee
1995	Elizabeth Maher	judged by Isabel Healy
1994	Kathleen Galwey	judged by Barbara MacMahon

The Dawn Dairies Queen of Fashion attracts capacity crowds and ends the popular four day meeting (14th - 17th July) on a super stylish high note! In addition to sponsoring the Dairies Dairies Queen of Fashion, Dawn also sponsors the day's

racing including the feature race the €20,000 Dawn Milk Run Handicap Hurdle and the €9,500 Dawn Flavoured Milk Handicap and the €9,500 Dawn Omega Milk Handicap, making the day a winner alright both on and off the track! Dawn Dairies is part of the international food and food ingredients company, Kerry Group plc.

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