

# WORLD TROTTING CONFERENCE SWE 2019

**MEDIA AWARDS** 



## **BEST NEWS ARTICLE**





#### **NEW ZEELAND - HRNZ Marketing** "Takter has Lazarus but will he do it?"



# Takter has Lazarus but will he do it?

HRNZ Marketing

When news broke of the sale of New Zealand Champion Pacer Lazarus to North American inwhen news proke of the sale of the biggest questions from his army of fans was who will take on the responsibility of training the great horse.

After all, Lazarus had amassed an impeccable record already for New Zealand trainers Mark

With 45 starts, 35 wins, 9 placings (he was only once out of the top three) and \$3.8million in with 45 starts, 35 wins, 5 piacings (ne was only once out of the top times) and 35 similion in earnings, Lazarus had already won two editions of the country's most prestigious race, the New Zealand Cup, and a staggering 15 Group One races in Australasia.

He had won everything from standing start two mile staying tests in his New Zealand Cups, in which he set the record for the fastest ever time paced over the distance, to a scintillating mile which he set the record for the lastest ever time paced over the distance, to a sch mobile victory when he won the Chariots of Fire in 1.49, in New South Wales.

And whilst the New Zealand bred horses currently dominate the North American open class And whilst the New Zealand bred norses currently dominate the North American open class ranks with three of the top seven earners Kiwi exports – Shartin (the richest overall pacer in the ranks with three of the top seven earners know exports – sharth (the richest overall pacer in the US this year to date), Bit Of A Legend and Sell A Bit – the road to glory for New Zealand stan-

Adapting from the varied style of racing in New Zealand where race distances can be anything Adapting from the varied style of facing in New Zealand where face distances can be anything from one to two miles, stand or mobile starts or on grass or all weather tracks, our horses can nom one to two miles, stand of modific states of our grass of an weather tracks, our norses can sometimes find the transition to racing hard and fast miles at every start a steep learning curve.

There have of course been great New Zealand pacers who have flown the flag boldly in previous rinere nave or course ocen great (yew Leanang pacers who have nown the mag bodgy in previous eras – the great Cardigan Bay of course was the first Standardbred to earn one million dollars eras – the great Cardigan bay of course was the first Standardored to earn one minion domais and he hit that mark in the United States. So famous and adored by the public he featured on The

In more recent years Bit Of A Legend has also gathered a legion of fans in North America. After in more recent years bit Of A Legend has also gathered a legion of fails in North America. After leaving New Zealand at age six with 20 wins to his name, Bit Of A Legend has gone on to win teaving twen Lealand at age six with 20 wins to his name, bit Of A Legend has gone on to win feature races in the US and Canada collecting a further 24 wins and taking his earnings \$2.2mil-

For Lazarus, the man tasked with guiding him through the next chapter of his journey is New For Lazarus, the man tasked with guiding num intough the next chapter of this journey is every lessey based trainer, Jimmy Takter. And if he can produce success with Lazarus it will complete persey paseu tramer, Jimmy Takter, And II he can produce success with Lazarus in one of the most unique and historic training trifectas in harness racing history.



# BEST MAGAZINE ARTICLE

#### **BEST MAGAZINE ARTICLE**



#### **AUSTRALIA - Paul Courts**

#### "Turning tragedy into triumph"





## **BEST PHOTOGRAPHY**

#### **BEST PHOTOGRAPHY**



USA - Chris Gooden "Shadows"



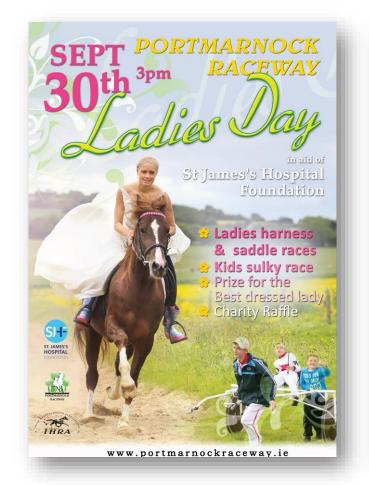


# BEST PRINTED OR WEB-BASED ADVERTISEMENT

#### BEST PRINTED OR WEB-BASED ADVERTISEMENT



IRELAND - Nadina Ironia"Ladies Day at Portmarnock Raceway"







# BEST VIDEO OR FILM (ONLINE VIDEO INCLUDED) ADVERTISEMENT

# BEST VIDEO OR FILM (ONLINE VIDEO INCLUDED) ADVERTISEMENT

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**GREAT BRITAIN - Sarah Thomas** 

"#ComeHarnessRacing"







#ComeHarnessRacing Find out more about fixtures near you at: www.bhrc.org.uk



# BEST TELEVISION PROGRAM OR DOCUMENTARY (ONLINE OR BROADCAST)

### BEST TELEVISION PROGRAM OR DOCUMENTARY (ONLINE OR BROADCAST) WTC WORLD TROITING CONFERENCE SWE 2019 **BROADCAST**)



SWEDEN – Travronden TV

"Elitloppet – Once a year"











# **BEST POSTER**

#### **BEST POSTER**



FRANCE - Le Trot Direction de la Communication "Prix d'Amérique 2017"





## **BEST WEBSITE**

#### **BEST WEBSITE**



**GREAT BRITAIN - David Wilson** 

"Breeders Crown"





# **BEST SOCIAL MEDIA**

#### **BEST SOCIAL MEDIA**



SWEDEN - Travronden "#GoGoop"



