



WTC

WORLD TROTTING CONFERENCE

SWE 2019

2019 INTERNATIONAL MEDIA AWARDS

BEST NEWS ARTICLE



WTC
WORLD TROTTING CONFERENCE
SWE 2019

NEW ZEELAND - HRNZ Marketing

"Takter has Lazarus but will he do it?"



Takter has Lazarus but will he do it?

14 July 2018
HRNZ Marketing

When news broke of the sale of New Zealand Champion Pacer Lazarus to North American interests in May of this year, one 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 Purdon and Natalie Rasmussen.

With 45 starts, 35 wins, 9 placings (he was only once out of the top three) and \$3.8million 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 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 ranks with three of the top seven earners Kiwi exports – Shartin (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 standbreds abroad has not always been easy.

Adapting from the varied style of racing in New Zealand where race distances can be anything from one to two miles, stand or mobile starts or on grass or all weather tracks, our horses 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 eras – the great Cardigan Bay of course was the first Standardbred to earn one million dollars and he hit that mark in the United States. So famous and adored by the public he featured on The Ed Sullivan Show following his record setting achievement.

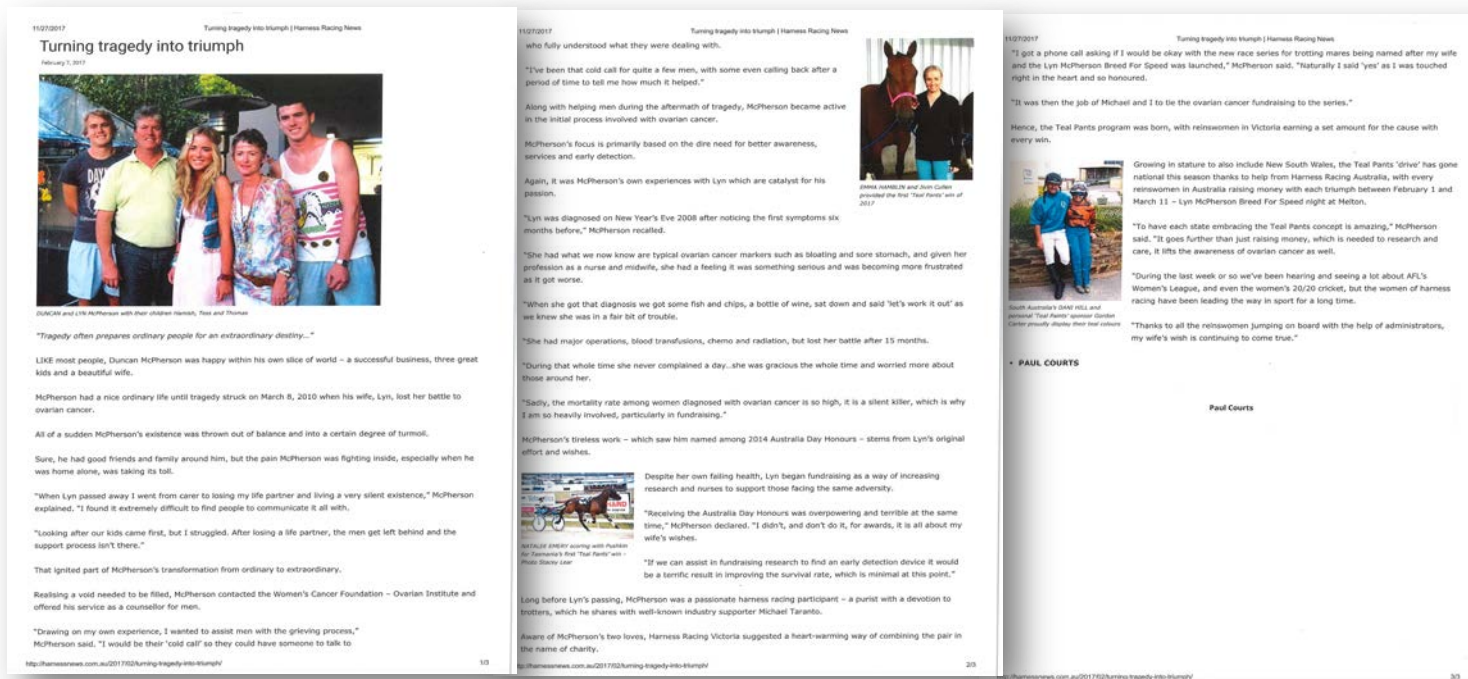
In more recent years Bit Of A Legend has also gathered a legion of fans in North America. After leaving New Zealand at age six with 20 wins to his name, Bit Of A Legend has gone on to win feature races in the US and Canada collecting a further 24 wins and taking his earnings \$2.2million in the past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

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

BEST MAGAZINE ARTICLE

AUSTRALIA - Paul Courts

"Turning tragedy into triumph"



BEST PHOTOGRAPHY

USA - Chris Gooden
"Shadows"



BEST PRINTED OR WEB-BASED ADVERTISEMENT

IRELAND - Nadina Ironia

"Ladies Day at Portmarnock Raceway"



BEST VIDEO OR FILM (ONLINE VIDEO INCLUDED) ADVERTISEMENT

GREAT BRITAIN - Sarah Thomas

"#ComeHarnessRacing"



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



WTC
WORLD TROTTING CONFERENCE
SWE 2019

BEST TELEVISION PROGRAM OR DOCUMENTARY (ONLINE OR BROADCAST)

SWEDEN – Travronden TV

”Elitloppet – Once a year”



BEST POSTER



WTC
WORLD TROTting CONFERENCE
SWE 2019

FRANCE - Le Trot Direction de la Communication

"Prix d'Amérique 2017"



BEST WEBSITE

GREAT BRITAIN - David Wilson
"Breeder's Crown"



BEST SOCIAL MEDIA



SWEDEN - Travronden

"#GoGoop"

