



**National
Racehorse
Week** 9th-17th
September



TOGETHER WE ACHIEVED

6.3m AMBASSADOR
REACH

3.5m 
VIDEO VIEWS

27.2m REACH OF
#NationalRacehorseWeek
and #LoveTheRacehorse

RECORD 
209
EVENTS

13,278
**INDIVIDUALS
BOOKED**

346
 **MEDIA
ARTICLES**

98 TRAINING
YARDS,
9 STUDS,
10 AFTERCARE
CENTRES

 **15,836**
FREE PLACES

 **35% OF ATTENDEES**
WERE 'NEW TO RACING'

3,190 PEOPLE ATTENDED **60** COMMUNITY
EVENTS

 **22** SCHOOLS

 **8** CARE HOMES
& HOSPITALS

 **25** CHARITY &
COMMUNITY GROUPS

 **5** URBAN EQUESTRIAN
CENTRES

60% OF
ATTENDEES
HAD LITTLE TO NO
KNOWLEDGE OF HORSE RACING

82% OF
VISITORS
SAID THEIR OPINIONS ABOUT
RACEHORSE CARE WERE IMPROVED

92% OF THOSE
NEW TO RACING
SAID THEIR OPINIONS OF
RACEHORSE CARE WERE IMPROVED

99% 
OF ATTENDEES
WOULD ATTEND AGAIN OR
RECOMMEND TO THEIR FRIENDS

98% 
POSITIVE REACTION
ON SOCIAL MEDIA

12 RACECOURSES
OFFERING TICKETS 
**FREE OR
DISCOUNTED**

77 
**PIECES OF
BROADCAST
COVERAGE**

PR REACH
370.8m

 [Click to watch
NRW highlights
video](#)



Click to watch community highlights video

COMMUNITY ENGAGEMENT

60 community events took place engaging with over **3100 individuals**

"Our son came home today very excited to have met a racehorse at Guiseley School! We are looking forward to following the horse and show our son when it races. Thank you very much for your wonderful work in bringing your beautiful animals to urban settings."
Parent of a student that Jo Foster and "Siggy" visited



22 SCHOOLS

12 schools visited training yards.

10 schools were visited by racehorses/retired racehorses.



25 CHARITY & COMMUNITY GROUPS

Visits to yards or a racehorse visiting organisations such as Mind, Box for Kids, Dame Kelly Holmes Trust etc.



8 CARE HOMES & HOSPITALS

Visits from racehorses or retired racehorses to care homes and a hospital to boost well-being and provide a few smiles.



5 URBAN EQUESTRIAN CENTRES

Centres supporting children and young adults visited training yards for fun and educational visits.

"I didn't know much about racing and signed up to find out how racehorses are looked after. I am interested in working in racing or breeding and wanted to see the staff diversity in yards. I now feel more positive about how racehorses are looked after. The horses looked excited to see the attendees. A few horses stood there all day, engaging with us with no worries. I spoke to some Riders from diverse backgrounds and understood how proud they are of their horse, with some telling me the care these horses receive are the best in the world."

"The trainer and his team explained everything, no questions were left unanswered & you could see how well they were all looked after. An amazing experience. Loved every minute of it. Made to feel welcome. Being able to get close to the beautiful horses"

Some of the most used words/phrases on social media

Love of the horses
Interesting
 Behind the scenes Great day out
Different
 Informative Care from staff Amazing
Fantastic
 See the horses up close Enjoyable experience
Opportunity

"I have never been to a racing yard before and the yard is local to me. I was unaware how well racehorses are cared for before and after racing. I had the opportunity to talk with the trainer about the whole industry. What stood out was how friendly and unstressed the all the horses were. All very well cared for and loved. Me and my friend enjoyed the event immensely. It was such a memorable day despite the rain. It was all perfect. I would like other friends to be able to experience the event."

"I am so amazed by the love and care by such passionate and dedicated staff of these wonderful horses who are so well looked after! Reschooled and rehomed after racing careers, fantastic to see this at first hand. A brilliant visit and will definitely be singing the praises of this event!"

