

TurfTrax moves into new sports with Revolution Sports Marketing Group

TurfTrax has appointed Revolution Sports Marketing Group to promote its range of turf management products beyond the horse racing arena into new sports including football, rugby, cricket and golf.

To launch the move, a preview event took place at Ascot Racecourse on Friday 24th July 2009. Attendees included leading turf media and associations, as well as Premiership Football Clubs, Test cricket grounds and premier golf courses.

Since the start of the year, and under the regulation of the British Horseracing Authority, the TurfTrax GoingStick has become an established feature in racing, providing consistent data and statistics on the going at each of the 59 turf racecourses in the UK. In addition 27 of the leading racecourses,, as well as one Premiership football club, utilise the TurfTrax Weather System. The system automatically uploads accurate and up to the minute information on the localised weather conditions to any pc, laptop or handheld device connected to the internet.

Adam Mills, Chairman of TurfTrax said, "TurfTrax manufactures and operates products which are relevant to all sports where turf management plays a crucial role. Racing is a key market, but the timing is now right to expand into new areas."

He continued, "We look forward to working closely with the Revolution team on a range of initiatives to take our products into new marketplaces. We have appointed Revolution as our marketing partner because of their valuable range of experience both in racing and the sports we now wish to target."

Merrick Haydon, Managing Director, Sponsorship said, "As the finances involved in international sport continue to rise, the state of the playing surface has become increasingly important and we believe that TurfTrax has a major role to play in providing consistent and reliable information for turf professionals across a range of sports."

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