



EMOTIONS AT FULL SPEED



PRESS RELEASE

Friday, 10 March 2023

THE NEW RACING SEASON COMES WITH EXCITEMENT AT FULL SPEED

- Even more events at the racecourses
- France Galop Live: a new experiential brand
 - A special launch offer

A record 63 days of entertainment at racecourses this year!

Every year, 400,000 spectators enjoy the racing and events organised at the France Galop racecourses. Are you ready for excitement at full speed on the racecourses?

The year 2023 promises to be especially intense and full of novelties thanks to a record 63 original and festive days organised at the Auteuil, Paris-Longchamp, Chantilly, Deauville and Saint-Cloud racecourses.

There is something for everyone, with 30 "Racecourse Family Day Out" dates, 8 afterwork evenings JeuXdi by ParisLongchamp, the Prix de Diane Longines, the Grand Steeple-Chase de Paris, the Qatar Prix de l'Arc de Triomphe, etc. These event days are all opportunities to discover racing, France's greatest racecourses, the many activities on offer and to get your heart racing in rhythm with the horses galloping past you.

See what the new season is all about in this VIDEO: [CLICK HERE](#)

Special launch offer for the new season: 1 ticket bought = 1 ticket FREE

To celebrate the start of the events season and the launch of its new events website, France Galop Live has prepared a special offer, which will allow you to enjoy a unique experience at an exceptional price.

From 10 to 20 March and within the limit of 10,000 tickets, each ticket purchased* on the France Galop Live website comes with 1 free ticket when using the code **START 23** (*On a selection of categories and on quotas previously defined by the organiser).

FRANCE GALOP LIVE | TICKET SALES NOW OPEN

BUY 1 TICKET AND GET 1 FREE*

USING THE CODE **START23**

*A special offer from 10 to 20 March 2023 for 10,000 tickets (5,000 tickets bought/5,000 tickets free) in a range of categories for quotas fixed by the organiser.

PARISLONGCHAMP - AUTEUIL - SAINT-CLOUD - DEAUVILLE - CHANTILLY



A new visual identity and its experiential range

NEW - France Galop has adopted a new visual identity and created its experiential range: France Galop Live.

The shape of its logo suggests the layout of the racetrack and the G for gallop. Inside is a dynamic and modern silhouette of a horse. The lettering of the brand is reinforced for better visibility and the chosen colour is allure green.

This new visual identity is the design of 4uatre agency.

Discover the film with the new brand: [HERE](#)

Find all the events on the new events and ticketing website

To mark the start of the new events season, France Galop Live launches a new website that regroups the diversity of experiences offered at racecourses. You will be able to select your day out according to the type of experience you are looking for: with family, to celebrate, with friends, to share your passion for the sport, as a couple...

To choose your next day out and benefit from the special presale rates all year round, go to: www.francegalop-live.com/en

Designed for an easy and optimal navigation on the computer, as well as on the mobile, the new website provides all the key information regarding offers and services available at the racecourses and events. It will also facilitate ticketing arrangements.

The season is off to a great start with a Racecourse Family Day Out!

- **Auteuil racecourse, Sunday, 2 April:**

The Racecourse Family Day Out, a parents and kids favourite, returns to the Auteuil racecourse on Sunday 2 April.



On each of the 30 dates scheduled this year, spectators will enjoy the unique atmosphere of horseracing, the large open spaces and the 100% free activities: wooden horse merry-go-round, pony rides, bouncy castle, journey to discover the world of horses.

- **ParisLongchamp racecourse, Sunday 9 April:**

A great day of racing and entertainment is taking place at the ParisLongchamp racecourse on Sunday 9 April. Following a winter break, the racecourse reopens its doors for the Easter weekend. On that day, children will not only be reunited with their favourite activities of the Racecourse Family Day Out, but will also receive chocolate eggs.



GOOD OPPORTUNITY – kids under 12 go free

France Galop's racecourses are great leisure destinations that can be enjoyed all year round. And they are also good value days, as racecourse entries are always offered at very accessible prices.

Admission from €5 and FREE for children under 12.

Follow all the France Galop news on our social networks

The racecourse experience is also shared on social networks. Throughout the year, @FranceGalop's social networks provide an incredible wealth of immersive content so that everyone can get to know the world of racing, the intensity of the competition, the incredible talent of the jockeys and trainers, the atmosphere and the events at the racecourses. Get racing and keep up with us!

Racecourses, a major venue for corporate events

With a record 490 professional events organised in 2022, the Paris-Longchamp, Auteuil and Saint-Cloud racecourses lived up to their billing as key venues for Parisian events. Thanks to the high adaptability of the venues, these business meetings are organised on race days, as well as non-race days.



Companies looking for unusual venues for their events such as product launches, customer seminars, internal conventions, congresses, parties, etc. are attracted by these atypical venues, offering vast green spaces.

In the next three years, the goal is to organise 600 days of B2B events per year at France Galop racecourses.

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