

NEWS RELEASE

ALEXANDRA BURKE TO HEADLINE ULTIMATE LADIES' NIGHT AT  
CARLISLE RACES

X Factor winner Alexandra Burke is to perform live at Carlisle Racecourse this summer as the headline act at the Edinburgh Woollen Mill Ultimate Ladies' Night.

The 22-year-old singer, who has had four UK number one hits since rocketing to fame on TV in 2008, will give a concert on a giant open-air stage near the racecourse's finishing post on Monday August 1.

Tickets go on sale tomorrow (FRI JAN 21), priced from £16 for adults, which includes admission to both the evening's six-race meeting and the concert straight after. Admission is free for under-16s if accompanied by a paying adult.

The annual Ladies' Night is already one of the most popular events on Carlisle Racecourse's calendar, with many racegoers dressing up for the occasion, but it is sure to attract huge "Girl Power" interest this year as it will be the first time anywhere in the world that a race meeting has only been contested by female jockeys.

Money will be raised throughout the evening for two national breast cancer charities - Breast Cancer Care and the Breast Cancer Campaign - and a pink theme will be adopted across the racecourse.

Alexandra welcomed the prospect of singing at the world-first event, saying: "I'm looking forward performing at Carlisle Racecourse for their Ultimate Ladies' Night. I'll make sure it will be a really fun night for everyone as well as raising money for breast cancer charities, which is a great cause. It's a brilliant idea to have a summer evening's racing and then a live open-air concert. I can't wait."

The London-born Brit Pop queen has sold more than four million records in the UK since beating JLS in X Factor's fifth series' final in 2008, which saw a total of eight million votes cast by the public. Judge Louis Walsh dubbed her "the new Beyonce" after Alexandra, who was mentored by Cheryl Cole, performed a duet with the American superstar.

Alexandra's debut single Hallelujah was the UK's 2008 Christmas number one, spending three weeks at the top of the charts. Three further singles - Bad Boys, All Night Long and Start Without You - were also number ones as was her debut album Overcome. The sultry singer, who made FHM's poll for the world's top 100 sexiest women in 2010, is due to release her second album this year.

Richard Clements, general manager at Carlisle Racecourse, said: "We are thrilled to

announce that the Edinburgh Woollen Mill Ultimate Ladies' Night will not only have a world-first race meeting exclusively for lady jockeys but also a live appearance by Alexandra Burke, who is a singing sensation and a fashion icon signed to Dolce & Gabbana. That is some double bill of racing and live music, which fits in perfectly with the event's theme of fun and fashion.

"She is exactly the sort of exciting and glamorous female performer we wanted to headline this unique event, which we are sure is going to attract another big crowd, with interest from far and wide. This in turn will bring lots of economic benefits to Carlisle and north Cumbria, as well as providing a great night of racing and top-class entertainment at very competitive prices, while also raising money for charity."

National racing chiefs have already given the go-ahead for the Cumbrian track to stage the world's first meeting exclusively for female jockeys via the British Horseracing Association's Race Planning Committee. The evening of Flat racing will, as always, be open to male and female spectators, but no male jockeys will be allowed to ride.

Last year's Ladies' Night crowd of more than 8,000 was one of the racecourse's highest of 2010. Only a limited number of tickets will be available for the Premier Enclosure, which offers the best view of racing and the concert, apart from the corporate facilities.

Tickets are available from tomorrow on 0844 579 3002 or at [www.carlisle-races.co.uk](http://www.carlisle-races.co.uk)

Ends

NOTE: Carlisle Racecourse's general manager Richard Clements is available for 07920 246154.

MEMO - For further information, contact Vic Gibson at VGPR & Media on this email address or 017687 72151 or 078258 40560.