

UNDER STARTER'S ORDERS FOR FACES OF THE RACES

A Faces of the Races competition is being launched to find people to carry out promotional work at Carlisle Racecourse this summer.

Eight entrants judged to have the winning looks will be employed on a paid part-time basis at race meetings at the Durdar track from June to August.

The Faces of the Races staff will become part of the racecourse's customer care team, acting as the first point of contact with the public as spectators arrive at the course.

Lesley Robertson is from Glasgow-based Platform Promotions, which is running the competition. She said: "It is a fantastic opportunity for people who are looking to get into promotional or sales and PR work. It could be a great stepping stone for them.

"We run similar arrangements for lots of racecourses in Scotland but this is our first venture south of the border, so we are looking for people from Cumbria to come forward. There is scope for a lot of work as it is very flexible."

The Faces of the Races winners will be paid £8 an hour. They will also receive a free gift pack offering discounts and vouchers at Carlisle-based beauty treatment businesses as well as an on-location photoshoot.

Lesley added: "Our winners will be meeting and greeting people as they come on to the racecourse. Sometimes they might be wearing jodhpurs or other appropriate clothing relevant to that particular meeting."

Among the major meetings the Faces of the Races winners will be working at are the Carlisle Bell & Cumberland Plate Day on June 23 and the CFM Summer Family Festival on July 3, featuring a concert by Jools Holland and his Rhythm and Blues Orchestra with Alison Moyet. More than 5,000 tickets have already been sold for this evening meeting.

Others will include the Family Fun Day on July 25, featuring a concert by X Factor finalists Olly Murs, Lucie Jones, Jamie Archer and Jedward, along with the Edinburgh Woollen Mill Ladies Night on August 2, featuring Abba act Bjorn Again.

Entrants for the Faces of the Races competition must be 18 or over. Details are available from Lesley on 079391 19890 or enter via the on-line form at www.platformpromotions.com.