

Sky Bet's Ebor Festival to become 'Mane' event for Yorkshire-based charities

Sky Betting & Gaming and York Racecourse have revealed the lucky 22 Yorkshire-based charities, foundations and community groups shortlisted in this year's Sky Bet Ebor Festival Community Sweepstake.

York Racecourse and Sky Bet (part of Flutter Entertainment) have teamed up to give Yorkshire-based charities, foundations and community groups the opportunity to win an amazing donation in celebration of this year's Sky Bet Ebor Festival.

The Sky Bet Ebor Festival Community Sweepstake is inviting entries from local charities and community groups from across the county, providing them with a chance to receive a £20,000 donation.

The sweepstake style initiative will see 22 good causes shortlisted and matched with a runner from this year's Sky Bet Ebor on Saturday 20th August at York Racecourse. The shortlisted causes will learn of their contender in a live TV draw.

Not only will the charity, foundation or community group matched to the horse that wins benefit, but 2nd and 3rd place will also receive £5,000 and £2,000 respectively, with all remaining shortlisted entrants also given a £1,000 donation to put towards their project / initiative.

To further support their funding efforts, each shortlisted good cause will also receive two tickets to the Sky Bet Ebor Festival on Saturday 20th August, to use as a raffle prize, or gift to one of their valued members or volunteers.

Running until 1st August 2022, applicants simply need to fill in an online form to enter, providing background on the work they do in the community, and a specific project or activity they'd use the money for, if their horse was to win.

As a condition, they will also need to nominate a 'spokesperson' who can speak on their behalf on the raceday.

James Brennan, Head of Marketing and Sponsorship at York Racecourse, said: "The Sky Bet Ebor Festival is a highlight in our racing calendar, with the Sky Bet Ebor the feature race and a on the final day and remains Britain's richest flat handicap. This initiative is a great way to connect with our home county and help shine a light on wide range of incredible charity or community work that happens across Yorkshire.

"We look forward to welcoming those from the shortlist to the racecourse to enjoy their day on the Saturday along with over 25,000 racegoers, as they all cheer on their respective horses".

Michael Afflick, Director of Brand, Creative and Sponsorship at Sky Betting & Gaming, said: "We're delighted to be able support the Sky Bet Ebor Festival Community Sweepstake for another year. A core pillar of Flutter's sustainability strategy, the Positive Impact Plan, is working with communities to Do More. The Sky Bet Ebor Festival is a great example of how Flutter and Sky Bet have combined its scale and local experience to drive positive change in the areas in

which we live and work, and the sweepstake is a fun and interactive way for us to deliver this. It's great to be working with York Racecourse again this year, and we're looking forward to reading all about the fantastic works of the charities, foundations and communities and doing our bit to support them."

To enter, visit:
<https://docs.google.com/forms/d/e/1FAIpQLSfMbUovgn1P8GTiAjaVStpMplfUf9EbFw83RV2Uis18q-Qnw/viewform>

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