

Enter IRE Incentive races and win €10,000 Irish Sales vouchers

The IRE Incentive scheme is a new initiative from Horse Racing Ireland designed to stimulate and fortify Irish thoroughbred breeding, racing and Sales.

The scheme will award a Sales voucher of €10,000 to owners of Irish-bred winners of up to 150 selected races across the Irish Flat and National Hunt programmes in 2021. The owners of each eligible winner – those carrying the (IRE) suffix and Foal Levy compliant – will have until the end of the following year to spend their voucher on another Irish-bred thoroughbred at any Irish-based public auction thoroughbred Sale.

There have already been over 30 lucky winners so far this year.

Scheme races are two-year-old fillies' maidens; two-year-old auction maidens and median auction races; three-year-old median auction maidens; and National Hunt auction races.

The scheme is funded by Horse Racing Ireland and managed by Irish Thoroughbred Marketing, with promotional support from the Foal Levy. A list of the IRE Incentive races for 2021 and scheme terms and conditions are available here: <https://www.itm.ie/Buying/Sales-Incentives/IRE-Incentive>

Voucher winners will be informed of their victory in the congratulatory email all owners receive from HRI Ownership. They will then be asked to fill out the IRE Incentive claim form, also available on the page linked above. The ITM team will be in touch to provide any further information required as to how and where vouchers can be spent.

Contact Irish Thoroughbred Marketing for further information: info@itm.ie / +353 (0) 45443060