

Media Release

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For immediate release

Melbourne Cup Tour to visit Uniting AgeWell Kingsville

Uniting AgeWell is delighted to announce it will welcome the Melbourne Cup to its Kingsville site in October as part of the Cup's Australasian Tour.

The \$175,000 trophy will be at the Kingsville Community on October 21, where the community will be invited to view the iconic Cup during a Morning Tea extravaganza and reminisce about what the event has meant for them.

Uniting AgeWell is one of 34 destinations the Cup will visit across Australia and New Zealand from July to the first Tuesday in November. It begins at Streaky Bay in South Australia on July 2.

Kingsville will be one of the last stops for the Melbourne Cup Tour, before the race on November 1.

Uniting AgeWell is excited to be hosting the Cup Tour, as it reflects the strong connection its Kingsville Community has with the Spring Carnival and the "race that stops a nation".

With so many Kingsville Community residents, clients and their families living most of their lives in the area, they have many memories and stories of cheering on the Melbourne Cup over many decades.

Some also hold close connections with Flemington and horse racing.

"The Melbourne Cup Tour will be a wonderful community event where we can get together and celebrate one of Australia's oldest sporting events," says Uniting AgeWell General Manager North West Region Victoria Jacques.

"The Morning Tea will include historical displays of Kingsville and the surrounding areas, including Flemington. We're also planning a theme to encourage people to get into the spirit of the day.

"The event is an important way to acknowledge the significant contributions our residents and clients have made to the local area.

"Ageing doesn't mean giving up on traditions or events that have been so important to a person's life."

VRC Chief Executive Simon Love said this year's Melbourne Cup Tour would celebrate a heightened passion for racing amongst community groups far and wide.

“Since the Tour began in 20013, we have delighted in bringing communities together in the shared history and magic of the Emirates Melbourne Cup and Michelle Payne’s victory last year certainly adds another dimension to that narrative,” he said.

For the first time, the “People’s Cup” has been manufactured by ABC Bullion using gold mined from West Wyalong in regional NSW.

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For more information please contact Marketing and Communications Manager Charisse Ede on: 9276 5702, or email CEde@unitingagewell.org

About Uniting AgeWell

Uniting AgeWell is an organisation of the Uniting Church in Australia with a long tradition of providing quality aged care services for older Australians. With services available throughout metropolitan and regional Victoria and Tasmania, Uniting AgeWell offers a range of specialised options to support health and wellbeing including independent and assisted living, home care, social support and therapy programs, respite and residential care communities. For further information visit www.unitingagewell.org