

New campaign to deliver Gold for Victorian Grassroots sports clubs



The Kilmore Netball Football Club will be cheering on Jason Bonnington's Game Plan next Thursday night – the night before the AFL Grand Final public holiday.

And at least 30 members of the club will be track-side at the Jet Roofing Kilmore Pacing Cup and hoping Bonnington is in good form, with the local footy club the first beneficiary of Harness Racing Victoria's (HRV) inaugural Grassroots Gold promotion.

Powered by GoodForm, Victoria's one-stop shop for trots punters, Grassroots Gold aligns a local sports club to each of the 25 Victorian trots country pacing cups.

Grassroots Gold then delivers a \$500 GoodForm Game Plan on every cup meeting, with the local partner sporting club to receive all returns from the Game Plan outlay for uniforms, equipment or other needs.

"Local sporting clubs are always on the lookout for extra funds and they play such an important role in their communities," HRV General Manager of Marketing Andrew English said.

"This year through the Grassroots Gold campaign we're looking forward to engaging different local sporting clubs with their local trots club, and our GoodForm analysts are the best in the business, so hopefully they're able to secure some big results."

In addition to the weekly \$500 Grassroots Gold Game Plan, come Mildura Pacing Cup Night (April 13) all partner clubs will have an equal share in a \$2500 Mildura GoodForm punters club.

"The pressure will be on Bonners to deliver that night on behalf of grassroots community sporting clubs right across the state," Mr English said.

Kilmore Football Netball Club Vice-President Jamie Archer said the club was thrilled to be partnering with Kilmore trots club and was looking forward to next Thursday night's cup meeting.

"Every buck really helps us and we've got a million projects on the go," Mr Archer said.

"We're working on the new scoreboard, new rooms, installation of lights, any extra funding will really help the club, which has turned things around in recent years. We'll be there on Thursday night and we're really looking forward to it."

The Kilmore Football Netball Club has over 400 registered playing members and a strong local fan base.

"We're getting more and more now that we're starting to win a few games. It was pretty dire a few years back but it's on the up now."

AFL stars Josh Jenkins (Adelaide Crows) and Michael Hurley (Essendon) will both attend Kilmore Cup night to mingle with fans, run footy comps and sign autographs. Free Trots Country mini footballs will be available and lucky racegoers have a shot at a \$500 free bet per race via the racebook competition.

[Register your interest in the Jet Roofing Kilmore Pacing Cup at the club's event Facebook page.](#)

-ENDS-

To request an interview or for further media enquiries contact:

HRV Media & Communications Manager Cody Winnell on cwinnell@hrv.org.au or 03 8378 0288