

For Immediate Release

April 29, 2014

## RTIP STUDENTS MEET WITH THE EXECUTIVE VP OF THE U.S. TROTTING ASSOCIATION



**Tucson, AZ** — Mike Tanner, Executive Vice-President of the U.S. Trotting Association, spoke to the RTIP's Race Track Marketing & Media Relations class on Tuesday.

Tanner spoke about the US Trotting Association's extensive marketing and promotional efforts to increase interest in harness racing. He touched on a recent vote by the USTA Executive Committee on funding to get harness races on national TV and gave background on that issue.

He also spoke on the USTA's substantial financial commitment to social media efforts in the belief that it would help bring new fans to harness tracks and increase racing's appeal to younger adults.

Tanner outlined the role of Harness Racing Communications, a division of the US Trotting Association, which is active in generating media coverage for harness racing on a national level.

He noted that the USTA has allocated \$100,000 and the services of veteran publicist Ellen Harvey to the "Save Our Standardbreds" program to find homes for retired trotters and pacers. He felt this was a proactive move to demonstrate a commitment to the welfare of older Standardbreds.

Tanner engaged the students by asking them what they thought about harness racing. He encouraged students seeking in a career in racing to be willing to take any assignment offered to them and to work hard to make strides in their career.

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### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing & Gaming held every December in Tucson, Arizona.

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