Minister for Tourism and Major Events Matt Conlan said Sky Racing Channel presenter and well-known jockey, Bernadette Cooper, will be flying the flag for Territory tourism at Monday’s Carlton Mid Darwin Cup.

Mr Conlan said Bernadette would be taking part in Sky Channel’s coverage of the Cup wearing some specially designed silks.

“Bernadette is well known for her post-race interviews with winning jockeys and I’m delighted she’ll be saddling up to cover the Carlton Mid Darwin Cup for Sky Racing for the first time,” Mr Conlan said.

“But it doesn’t stop there; Bernadette will also be an honorary Territorian for the day with a special one-off outfit designed just for her featuring the Territory brolga tourism logo and travelnt.com website.

“Bernadette will wear the special silks all day while she interviews the winning jockey of each race on horseback directly after the race and prior to them returning back to the winner’s enclosure.

“Her on horseback interviews will be televised by Sky Racing Channel through their two main channels that go throughout Australia and the world, boosting coverage of the Cup and providing terrific exposure for Darwin and Territory tourism to potential holiday makers.

“Bernadette normally wears the Sky Channel silks so this is a major coup for the Territory and I thank Sky Channel for accommodating this special request.

“It will also be the first time we’ve had on horseback interviews at the Cup so it really is a win-win all round; not only will we get more exposure on Sky Channel with the addition of the on horseback interviews but we’ll also be leveraging that exposure to promote the NT.

“Bernadette has interviewed all the top names in racing and she’ll be a great asset to the Territory on Monday.

“This Government recognises sporting events and tourism are strongly linked and can provide important benefits for local businesses and the economy. As such, we are ensuring our tourism logo is prominently displayed during television coverage of local sporting events like the Darwin Cup, AFL and NRL games and the V8 Supercars in order to showcase the Territory as a must-see holiday destination and attract more visitors here.”

Darwin Cup day will be broadcast on Sky Racing 1, Sky Racing 2 and Sky Racing World with the coverage going to more than 50 countries including the US, UK and South Africa.

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