

RTIP NEWS

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FOR IMMEDIATE RELEASE:

Director of Promotions & Sales at Calder Assists Students with Class Marketing Project

Tammy Gantt, Director of Promotions and Sales at Calder Casino and Race Course, shared the track's marketing strategy with the *Race Track Marketing & Media Relations* class.

Having worked for Calder prior to the addition of the casino, Tammy explained the learning curve and transitions needed to market a racino, not just a race track.

"My marketing strategy changed dramatically," said Gantt. "But no matter what industry you're in, *unique selling points* are important."

These specific points are what she encouraged students to identify in any organization. Being able to focus on these assets of the new Calder racino expanded her ability to promote the track as a unique place to be for entertainment for all demographics. Gantt recommended students follow this idea when conducting their hypothetical marketing project for Rillito Downs, noting that the uniqueness of the local Tucson track presented them with a good opportunity for further growth.

The University of Arizona's 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 Symposium on Racing & Gaming held every December in Tucson, Arizona.

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