

# HELLO RACE FANS!

The place to learn about Thoroughbred Horse Racing

245 Eldridge Street  
Suite 2R  
New York, NY 10002

FOR IMMEDIATE RELEASE

## **HELLO RACE FANS LAUNCHES HORSE RACING FAN EDUCATION SITE**

***Goal is to broaden appreciation and participation  
for Thoroughbred horse racing***

New York, NY, March 30, 2010 – Hello Race Fans, Incorporated, launched a Thoroughbred horse racing fan education website this week, [www.HelloRaceFans.com](http://www.HelloRaceFans.com), to help new enthusiasts learn about and engage in horse racing.

Allowing for self-guided education through unbiased content, Hello Race Fans is the place to learn about Thoroughbred horse racing. Topics covered on the site include handicapping, wagering, information about specific horses and more. Content at launch is focused on the beginner, with new material published every week.

“Hello Race Fans is the digital equivalent of that relative or friend who historically would have introduced you to horse racing,” said Dana Byerly, Hello Race Fans Co-founder. “Horse racing can seem complicated and intimidating, especially to those only exposed to it when a race is televised nationally or at a party. Hello Race Fans is now the place they can turn to online when they want to discover how exciting and fun horse racing can be year-round.”

Hello Race Fans publishes a weekly Derby Prep Alert e-mail newsletter, to help fans follow the races leading up to and including the Kentucky Derby, Preakness and Belmont Stakes. Also for the beginner, the “Letter to a New Horseplayer” series publishes monthly, with contributions from many high profile experts, turf writers and bloggers.

“Horse racing is all about opinions and there’s no shortage of horse racing sites online for the experts,” said Teresa Genaro, a Hello Race Fans contributing editor and publisher of [BrooklynBackstretch.com](http://BrooklynBackstretch.com). “Hello Race Fans is helping people form initial opinions, so they can then begin to participate in those more advanced discussions elsewhere.”

Hello Race Fans also has an active Facebook fan page (<http://www.facebook.com/HelloRaceFans>) and Twitter following (@helloracefans, @HRFattheTrack)

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## **About Hello Race Fans, Inc**

Hello Race Fans, Inc. was founded in 2008 with the goal of providing horse racing fans and players at all levels, from potential fans to regular players, a way to engage with and learn about horse racing. The company, co-founded by Dana Byerly and Adam Wiener, operates a fan education website and an advertising network.

Byerly, a respected and well-read author of *Green but Game*, a racing website, spoke about digital strategies as an invited guest of a National Thoroughbred Racing Association (NTRA) marketing summit and has designed and built successful web-based products for companies such as Citibank, MTV Interactive and CBS News. Wiener, a digital media veteran who has built and operated several successful online editorial products and advertising networks, has held senior executive positions with NBC Universal and CBS News.

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