

## Ads Bring Will Young to Carlisle Ahead of Summer Show

Thursday 14 April, 2016

UK singing star Will Young is set to headline **The Jockey Club Live's** "An Evening at the Races" event this July at Carlisle Racecourse. Media Agency Group (MAG) is once again working alongside The Jockey Club Live to promote this fantastic event with a strategically-located advertising campaign on the streets of Carlisle.

Following on from the success of last summer's campaign with Jockey Club Sandown – which saw ads star on the London Underground network – **Media Agency Group** has coordinated the new campaign with [out of home](#) billboards accompanying bus advertisements to give the event maximum coverage across Carlisle. 48 sheet billboards have been placed in strategic locations in busy areas of the city, while 15 buses will carry streetliner ads across Carlisle for the next weeks, reaching a large audience on the move and providing the event with huge exposure.

An Evening at the Races with Will Young takes place on 2 July 2016, with tickets available now from [carlisle.thejockeyclub.co.uk](http://carlisle.thejockeyclub.co.uk). The Pop Idol winner will perform a selection of hits new and old after an exhilarating evening of live flat racing, with the first race taking place at 6.05pm.

The Jockey Club is the UK's largest commercial group in British horseracing, with a portfolio of 15 premier racecourses across the country. The Jockey Club Live is an innovative and exciting event entertainment promoter specialising in combining live music and racing, bringing together some of the biggest names in pop music with an evening of high quality horseracing.

Speaking ahead of the upcoming show, Will Young himself said:

"I'm really looking forward to playing outside under the sunny skies at Carlisle Racecourse – I always have so much fun at the races!"

Managing Director of Media Agency Group, John Kehoe, said:

"It's great to be continuing our working partnership with The Jockey Club Live on what is another great out of home advertising campaign. I'm sure the ad's presence on the streets will get the people of Carlisle excited for this event and help to drive ticket sales.

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Will Young :: Music :: Advertising :: Marketing :: Media :: Out Of Home :: Bus Advertising :: News :: Jockey Club :: Horseracing ::

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## Company Contact:

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### Media Agency Group

T. 08451637907

E. [lauras@mediaagencygroup.com](mailto:lauras@mediaagencygroup.com)

W. <https://www.mediaagencygroup.com/>

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