



EVERY 19 MINUTES THE PLACE GOES CRAZY!

June 10, 1997

Steve Wolf
Publicity Director
Freehold Raceway
Routes 9 & 33
P. O. Box 6248
Freehold, NJ 07728

Dear Steve:

On behalf of the Northfield Park management and all our fans who attended the 12th annual Battle of Lake Erie, I want to thank you for arranging one of the greatest promotions in Northfield Park's history. The "Hot To Trot" fireworks show was everything you and Vincent Silvestro said it would be: Colorful, unique, professionally staged, appealing to racing fans, and — thank the Lord (and Vincent and Hand Me Silver) — safe!

Northfield Park received more positive publicity about Hot To Trot, both before and after the event, than for any other promotion we have done in my twelve years as general manager here. All four major television stations in the Cleveland-Akron area broadcast news features or highlights dedicated to "Hot To Trot." The news clips, now numbering over 25 at last count, are still rolling in. Much of this airplay and print media success was due to you and your colleagues' diligent advance work, but when you are selling something as hot as Vincent, even an ace like you has to share some credit. Incidentally, did you teach Vincent all your spin tricks, or is he just naturally that ebullient and articulate? The Aussie accent is a real charmer, too.

Perhaps the most amazing aspect of Vincent's feat was the extraordinarily awful conditions under which he accomplished it. Even pesky geese and a steady downpour did not unravel him. And, darn it, every firework shell detonated, which means I cannot ask you for even a small rebate. No matter...the fee was worth every penny.

If you and the Harness Publicists Association ever come up with anything even remotely close to topping this crowd-pleaser, please call us. We will be happy to be your inaugural track again.

Best regards,

Thomas M. Aldrich

Thomas M. Aldrich
General Manager

TMA/pjp

Northfield Park

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