

The New York Racing Association and Northeastern Fine Jewelry Offer Opportunity to Win Surprise Engagement Ceremony (Diamond Ring Included) at Saratoga Race Course

SARATOGA SPRINGS, N.Y. – Northeastern Fine Jewelry today announced a new contest with The New York Racing Association, Inc. where one individual will win the opportunity to propose to their partner in the Winner's Circle at Saratoga Race Course. The surprise engagement package will include a free Tacori engagement ring and engagement party at Saratoga Race Course.

Individuals can enter the contest by visiting the Northeastern Fine Jewelry Facebook page at www.facebook.com/NEFJewelry, liking the jeweler on Facebook, and clicking the "sweepstakes" tab, which includes further instructions to complete the entry.

The winner will receive:

- A surprise proposal in the Saratoga Race Course Winner's Circle on Friday, August 15;
- A Tacori engagement ring and diamond, valued at \$6,000;
- A named race in the couple's honor on Friday, August 15;
- A crystal frame from The New York Racing Association, Inc. to commemorate the day;
- An engagement party for 28 guests in the Curlin Café at Saratoga Race Course.

Surprise engagements at sporting events have surged in popularity in recent years as couples seek out more creative ways to pop the question and find a location with special meaning. These engagements are generally broadcast on video boards for all patrons to enjoy and share the moment. Despite this popularity at other sporting venues, surprise engagement proposals remain a rarity at race courses.

"This surprise engagement is a product of the longstanding partnership between Northeastern Fine Jewelry and the New York Racing Association," said Lynn LaRocca, Chief Experience Officer for the New York Racing Association. "Saratoga Race Course is a truly special place for many people and we look forward to helping one couple begin the next stage of their lives."

"We are thrilled to partner with the New York Racing Association and Tacori to make one couple's dream come true. I cannot think of a better location for such a special moment and we are excited to be a part of it," said Ray Bleser, owner and founder of Northeastern Fine Jewelry. "Saratoga Race Course is one of the country's most beloved and cherished sporting venues. Tacori is the hottest name in engagement jewelry and has established a similar reputation for sophisticated elegance. This is truly a once-in-a-lifetime opportunity for one lucky couple."

The contest is open through Sunday, August 3, 2014. The winner will be randomly selected from all entries on Monday, August 4, 2014. The winner must be present, along with their partner, at Saratoga Race Course on Friday, August 15, to propose in the Winner's Circle.

Northeastern Fine Jewelry is the preferred jeweler of Saratoga Race Course.

The summer meet at Saratoga Race Course begins on Friday, July 18 and concludes on Labor Day, Monday, September 1. For more information about Saratoga Race Course, call (518) 584-6200 or log onto www.nyra.com.