

News



New Jersey
Office of the Attorney General

NEW JERSEY DEPARTMENT OF LAW & PUBLIC SAFETY

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N.J. Racing Commission

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For Immediate Release:

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Racing Commission Rule Would Authorize Track Operators to Regulate Advertising

NOTICE OF PROPOSED RULES

Date of Proposal: July 11, 2007

Proposal Number: PRN 2007-238

Proposal Description: The proposed new rule provides race track operators with the authority to regulate advertising on the attire of jockeys with the approval of the New Jersey Racing Commission. Approval of the Racing Commission will be granted provided the advertisement does not present a safety concern to race participants or undermine the traditions of the turf. The traditions of the turf are those traditions that preserve a genteel, pristine appearance and atmosphere at the race tracks, and that do not lend themselves to over-commercialization. As an example of preserving the traditions of the turf, race track operators may limit the size and location of the advertising material. Jockeys must wear racing silks (shirts) as part of their racing attire or uniform, which represent the registered colors of the horse owner. The racing silks distinguish owners from one another and allow patrons to more easily identify horses during a race. Accordingly, race track operators could restrict advertisement to jockeys' pants or boots and further limit the number and size of the advertisements.

The proposed amendment appears in the July 16, 2007 edition of the New Jersey Register.

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Summary of Proposal: A detailed summary of the proposed rule is posted on the New Jersey Racing Commission Web site at:

www.njpublicsafety.org/racing/proposed.html

Public Comment: Public comment on the proposed rule will be accepted until September 14, 2007. Please direct all comments to:

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