

Free, \$10,000 online horse racing game launched

by Steve Wolf

Ft. Lauderdale, FL --- Hoping to attract millennials to the horse racing industry, prominent horse owner Joel Benson is putting up \$10,000 to the first person in his online game who can correctly pick 10 horse races in a row. The game, which launched today, is called www.10wins10.com and is free to play.

Benson is scheduled to give a presentation of the 10wins10 contest to the Marketing and Communications Committee of the USTA Board of Directors in Columbus on Saturday (Feb. 27). He made a similar presentation at the University of Arizona Racing Symposium in December.

"10wins10 doesn't even ask for credit card information. We are a non-gambling site and everyone around the world is invited to play," stated Benson, of J L Benson's Stable.

The online game picks start today with Wednesday's (Feb. 3) race five at Gulfstream Park in Hallandale Beach, Fla. Races from other leading horse tracks, both Standardbred and Thoroughbred, include Meadowlands, Yonkers Raceway, Woodbine, Belmont Park, Santa Anita, and others will follow. If players lose a race, their streak goes to zero, but they can start again the next day.

To add interest and racing education, the game includes tutorial instructions, professional handicapper tips, and links to track websites to view live racing, results and video replays.

"We need to reach the millennial and make them aware of the new entertainment, social excitement, and fun there is at the tracks," stated Benson. "We know they're online and we know they're looking for fun and excitement, so we're putting up the prize money and offering this free game."

Registration is ongoing at www.10wins10.com. The contest runs through Tuesday (March 15). Players have until midnight prior to each race day to make their selections.

"The game is easy to understand and play," Benson said. "Who wouldn't take a few minutes to pick the winner of a horse race with the hopes of winning \$10,000? No gimmicks, no credit cards. I guess you can say I'm putting my money where my mouth is!"

For more information about www.10wins10.com or to set up an interview with creator Joel Benson, contact Steve Wolf Consultant at 954.654.3757 or stevenwolf1956@gmail.com.