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Vancouver Celebrates Old-World Elegance at Deighton Cup **Great Gatsby style takes over Hastings Racecourse Aug 9-11**

Vancouver, BC (June 19, 2013) – Deighton Cup Weekend at the Races returns to Hastings racecourse August 9-11, 2013. Southern charm and Vancouver cool mark “the” see-and-be-seen fashion and social event of the summer. Celebrating its 5th anniversary, Deighton Cup is a chance for Vancouverites to show off their Sunday best and rediscover old-world leisure in the form of a good old-fashioned day at the races.

- Spanning three days, the festivities kick off August 9 with **The Big Smoke** – a night of old-boy revelry and sophistication for dapper gentlemen and stylish ladies alike. Featuring fine scotch, bourbon, and whiskey elegantly paired with fine cigars, Friday is a special *evening* preview of trackside gaming.
- Embracing the indulgent nature of *The Great Gatsby*, **Thoroughbred** is a true celebration of old-world leisure and sophistication. From fabulous hats to carefully crafted cocktails, Saturday’s affair brings elegance back to the tracks. Learn how to bet the ponies or toss the bocce ball in between sipping champagne and dancing to New Orleans’ style brass band Tubaluba. One of the premiere fashion events of the season, Deighton Cup also features **Style Stakes**, a competition hosted by Mallory Hagan (*Miss America 2013*) that brings out the best dressed in the city.
- Sunday takes the competition off the track and behind the bar as Vancouver’s hospitality elite competes in **Mint Julep Mixology**. This “cocktail jockey” is a chance for bartenders to show off their skill making an iconic drink dripping in Southern cool. Guest judges include restaurateur Mark Brand (*Save on Meats*) and infamous bartender Jay Jones, named ‘Vancouver’s Most Imaginative Bartender’ of 2012 by *GQ Magazine*.

“We pride ourselves on creating unexpected and fabulously cool events for Vancouver,” says Deighton Cup Co-Host, Jordan Kallman of The Social Concierge. “What started out as a tribute to care-free and extravagant Great Gatsby has turned into one of the most anticipated events of the summer, and another example of just how much fun our ‘no-fun’ city can have.”

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ABOUT DEIGHTON CUP www.deightoncup.com

Deighton Cup Weekend at the Races (August 9-11, 2013) is the lifestyle festival of the summer for the highly cultured, business leading and fashion forward young professionals in Vancouver. Celebrating its 5th anniversary this year, Deighton Cup features three events: The Big Smoke – a night of cigars and whiskey tasting for gentlemen and ladies alike; Thoroughbred – the anchor event, a day of horseracing, style, and revelry; and The Julep – a celebration of cocktails featuring the Mint Julep Mixology competition. Embracing old-world leisure and elegance, Deighton Cup blends traditional Kentucky Derby aesthetic with fabulous flair and frivolity to create a truly unique and stylish day at the races.

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About The Social Concierge: www.thesocialconcierge.com

The Social Concierge is a boutique branding and marketing agency that specializes in consistently delivering unique, premium solutions to a select range of experientially-focused clients. We also create and execute a portfolio of designer in-house events and tailored hosting programmes for special guests both locally and abroad.

About Blueprint: www.thisisblueprint.com

Based in Vancouver, BC, Blueprint is the city's largest lifestyle and events company - dedicated to providing the best in entertainment. Always at the forefront of entertainment culture, Blueprint offers an impressive scale of clubs, over 250 blow out dance events annually, along with a boundless array of pubs and liquor stores. With Blueprint, the entertainment experience truly begins 'at the rope' and extends through every aspect including service, music, food and beverage, talent and events. With a relentless focus on current & upcoming trends and an unparalleled passion for detail, Blueprint's goal is to continue producing the best in entertainment and lifestyle culture in Vancouver and beyond.

About Cocktails and Canapes Catering + Events: www.cocktailsandcanapes.ca

Cocktails and Canapés is a one-stop shop for all your catering and event planning needs. Whether you desire an elegant cocktail soiree, a caterer for your wedding or a themed summer time staff function, our event architects cover every last meticulous detail to create your desired result – a distinctive social experience that leaves guests buzzing. A distinct social experience.