



FOR IMMEDIATE RELEASE

Miss America Hosts Style Stakes at Deighton Cup Great Gatsby style takes over Hastings Racecourse Aug 9-11

Vancouver, BC (June 25, 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.

One of the premiere fashion events of the season, Deighton Cup embraces Great Gatsby indulgence and features '**Style Stakes**' by Shangri La Hotel, a competition that brings out the best dressed in the city. **Miss America 2013** Mallory Hagan will host the weekend at the races and be one of the celebrity judges of Style Stakes.

"I've heard many great things about The Deighton Cup from last year's Miss America," says Mallory Hagan, current reigning Miss America 2013. "I'm excited to travel to Vancouver on behalf of Joseph Ribkoff to experience The Weekend at the Races for myself. All I need now is a fabulous hat!"

Guests are encouraged to dress to impress at both Saturday's **Thoroughbred** and Sunday's **The Julep**, for their chance of winning the Style Stakes. The best-dressed attendee on each day will be awarded a two night stay at the Shangri La hotel, a 5 course tasting for two at Market by Jean George, and two west coast waves spa treatments.

Hat aficionados, The Goorin Brothers will be on site all weekend with a selection of hats for guests to purchase to ensure everyone can dress up and be part of this unique summer event.

Deemed "the most sophisticated and playful event of the summer" by Erin Cebula, ET Canada and "the most stylish event of the summer" by Huffington Post, Deighton Cup gathers Vancouver's best-dressed for a weekend at the races. Tickets and more info: www.deightoncups.com

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ABOUT DEIGHTON CUP #DeightonCup T: @DeightonCup F: DeightonCup

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 Joseph Ribkoff: www.ribkoff.com

Montreal-based, Joseph Ribkoff is one of Canada's leading design and manufacturer of women's dresses and sportswear. A global exporter, Joseph Ribkoff is sold in over 4,000 stores, in **55** international markets, including the U.S., Western and Eastern Europe, Scandinavia and Australia. The Joseph Ribkoff brand can be found in Canada and internationally exclusively in specialty stores.

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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.