

For Immediate Release

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MEDIA RELATIONS EXPERT SPEAKS TO RTIP STUDENTS



Tucson, AZ — Marsha Kelly, President of Kelly Media Consulting, traveled to Tucson to speak to students in the University of Arizona's Race Track Industry Program about her experiences with racing industry issues. Kelly addressed the Race Track Marketing & Media Relations class about media relations pertaining to animal rights concerns.

Kelly gave an overview of the animal rights movement and the challenges that racing faces when dealing with animal rights issues. She also described several strategies that racing organizations should employ when handling these challenges.

The lecture and discussion helped prepare students for some of the problems they will likely face in their careers as racing industry professionals.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the Global Symposium on Racing & Gaming, held every December since 1974 in Tucson, Arizona.

CONTACT: Doug Reed, 520 621-5660
dreed@ag.arizona.edu



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