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Leopardstown Introduces Mobile Phone Ticketing

16/08/07: Racegoers planning to attend the Desmond Stakes at Leopardstown Racecourse on Sunday August 19th can have their admission ticket sent to their mobile phone in advance

Grandstand admission tickets can be ordered online from www.leopardstown.com , or by telephone, and the customer will then have the option of having a bar-code ticket sent to their mobile phone by text message. This 'mobi-ticket' will be scanned at the track to allow admission.

Desmond Stakes Raceday is being used as a trial of this new service to evaluate its acceptability and convenience for Leopardstown's racegoers. There is a €5 discount off the normal ticket price to encourage uptake in sufficient numbers for a full trial of the system.

Racegoers can still use postal and racecourse collection methods of ticket delivery at the full €15 rate. A €3 handling charge per transaction is applied to all credit card bookings. (16/08/07)

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