

**Client:** CUB  
**Product:** Carlton MID  
**Title:** Country Races  
**Job No:**  
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**The Last Race**

The Last Race is a wonderfully ambiguous title designed purely for mates to spend a little more time together on race days. Men will always head home from the track “after the last race” but the beauty is, there is always another last race somewhere, a little later than your last race: Grafton, Casino, Dapto, Turffontein, Ascot, Sha Tinh, I don’t even know where that is?

Stay a little longer at the races with Carlton MID.