

MEDIA RELEASE

With photo

The glitz and glamour one of the most popular race days will be heading to an award-winning 12th century hotel in Coventry.

Coombe Abbey Hotel will be hosting a Ladies' Day event during the Ascot Gold Cup, with a grand prize set to be awarded to the best-dressed guest.

Visitors will have the chance to marvel at the most glamorous day of the sporting year with live coverage from Ascot, and show off their own gorgeous headwear and fashion after being welcomed with a glass of fizz and treated to a three-course lunch at the historic Brinklow venue.

The term Ladies' Day was first used almost 200 years ago in 1823, when an anonymous poet described the Thursday of the Royal Meeting as "Ladies' Day ... when the women, like angels, look sweetly divine."

The day has since become one of the biggest dates on the British social calendar, and is famous for its ladies' extravagant outfit choices, while the Ascot Style Guide rules that gentlemen must wear a black or grey suit with waistcoat.

Coombe Abbey's own Ladies' Day celebrations will take place on Thursday, June 20.

Ron Terry, general manager at Coombe Abbey Hotel said: "Our grand marquee will be the next best place to be if you couldn't make it to Ascot this year.

"We're urging guests to go above and beyond with their outfits this year. The best dressed will receive a fantastic prize, so we're expecting some friendly competition between our guests.

"Our Ladies' Day is set to be one of the biggest new additions to our events calendar, so I'm urging people to pick up their tickets as soon as possible to avoid disappointment and secure their place in the marquee.

"Booking in large groups is going to be the best way to enjoy everything we have in store, so we recommend bringing a few friends along to make the most of the day.

"The Ladies' Day is part of a string of exciting events coming to the hotel this year, and we're looking forward to seeing a range of flamboyant hats and dresses on display.

"People can watch all the excitement from the Royal Enclosure and across Ascot unfold on the day, and feel right at home with the marquee's private bar and catering facilities.

“We’re looking forward to an exciting afternoon at the hotel, with the fun running on into the night.”

For more information on other events taking place at the Coombe Abbey Hotel in 2019, visit www.coombeabbey.com/product-category/events

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Caption: Coombe Abbey Hotel will host their Royal Ascot Ladies’ Day on Thursday, June 20.