



TIGGY'S TRUST

A Mighty Flame follows a Tiny Spark

Turning Cheltenham Yellow for Tiggy on Friday December 10th

Cheltenham Racecourse will be enveloped in a sea of yellow on Friday December 10th for the launch of Tiggy's Trust at its International meeting.

Tiggy's Trust is a charitable foundation set up in Tiggy Hancock's memory. The race day will include The Tiggy's Trust Novices' Steeple Chase at 12.40 and a sizeable fundraising effort at the course to which 700 plus guests will attend including 20-time Champion jockey, Sir Anthony McCoy, eventing Olympian gold medallist, Laura Collett, and former multiple Irish Champion jockey Ruby Walsh.

Tiggy's favourite colour, yellow, has been emblazoned by equestrians across the world over the past six months to commemorate her short inspirational life and Cheltenham will embrace this theme by 'turning yellow' on this day.

Tiggy's Trust will use the funds raised to assist young people both by offering mental health support, through recognised organisations, to those who need it, and also providing training and education to help young aspiring equestrians achieve their goals. A proportion of the funds raised on the day will also go to the Injured Jockeys Fund and the Pony Racing Authority, two organisations close to Tiggy's family's heart and ethos.

On the day at Cheltenham, Tiggy's Trust will host a champagne lunch in the vibrantly and exquisitely yellow Tiggy's Tent, one of several fundraising initiatives on the day. The 'Yellow Ribbon' tent will also host a large number of friends of Tiggy's and the wider community who will come together to celebrate Tiggy's life and support the event. Equestrian and Racing personalities attending will partake in questions and answers sessions and giving racing tips on the day. The day will culminate with a band singing some of Tiggy's favourite songs in the Centaur Arena. A limited number of tables, tickets and flight packages are still available with details at:

<https://tiggystrust.com/#cheltenham>

Two auctions form part of this fundraising event, the first an online auction which will open on December 1st and close on the day. Full details of all of the exciting lots and how to bid will be made available shortly. The second, a live auction on the day, will consist of a small number of 'Money Can't Buy' exclusive items, and will take place in Tiggy's Tent conducted by Tattersalls' auctioneer, Alastair Pim. A Tiggy's Trust merchandise stand, and information point will also be a hive of activity selling a variety of items and educating racegoers on Tiggy's Trust objectives.

Tiggy's family, incredibly grateful for the support and encouragement they have

received to date commented:

“We are delighted to be welcomed to Cheltenham Racecourse to launch Tiggy’s Trust in memory of our beloved daughter and sister. Tiggy touched the lives of so many in her short life – her golden heart, infectious fun personality and cheeky smile was extended to all who knew her. Despite her young age she had the capacity to reach out and offer positivity to those around her, both young and old, and through the Trust we hope to continue that legacy.”

Ian Renton, Regional Managing Director for Jockey Club Racecourses, says:

“We are both honoured and delighted to welcome Tiggy’s family and friends to Cheltenham and will do everything we can to support the launch of this wonderful new Trust in her memory.”

Lisa Hancock, CEO of the Injured Jockeys Fund says:

“ We feel very privileged to play a small part in this, and hope that we can support Tiggy’s Trust as it launches. We know that involvement with horses and ponies at a young age can foster a life-long passion and increasing the support available and improving accessibility is so important to us.”

Clarissa Daly, CEO of the Pony Racing Authority, says:

“We are thrilled to be involved with Tiggy’s Trust and look forward to working with the Trust to ensure Tiggy’s legacy is continued. With the support of Tiggy’s Trust we will be able to help young equestrians to cope with the pressures they face and help them achieve the same high standards of sportsmanship and positivity that Tiggy lived by.”

For more information please go to:

www.tiggystrust.com

Key objectives of the Trust

Mental Health Initiatives

Tiggy was known for her exceptional sportsmanship.

Whether she won or lost she always took it with a smile, she was supportive to her fellow competitors and had a unique ability to focus on all things positive.

Tiggy truly was a shining example to other young people rejoicing in her winnings but gracious and sanguine in defeat enabling her to take the most from both good and bad days.

The trust aims to develop and nurture in the young equestrian community the same sense of positivity that Tiggy exuded.

Education and Training Programmes

The Trust is keen to ensure that all aspiring young athletes have access to top class coaches and training facilities. Tiggy, as an elite athlete benefitted hugely from these.

The trust will give particular emphasis on individuals who don’t currently have access to these services.

Top international coaches who were involved in Tiggy’s development as an elite athlete have already generously approached the Trust to offer their services.

Notes to Editor

Tiggy Hancock, died in a tragic riding accident in June 2021 aged just 15, whilst at team training for the Pony European Eventing Championships. She was from Co Carlow in Ireland, one of three daughters to Frank and Jane Hancock, both English who have lived in Ireland for some years.

Tiggy was an extremely talented rider who had ridden at the Horse of The Year Show in working hunter pony classes every year from the age of nine. She and her older sister Lucy were the British Show Pony Society Burghley Gold Cup Champion and Reserve Champion winners in 2019. At 13 years old, Tiggy was a member of the Irish Bronze medal winning team at the European Pony Eventing Championships. She was a dedicated and determined rider who was destined for stardom in equestrianism. She was a great friend to many, always offering encouragement and support and was admired by those who did not know her personally.

Tables of 10 in **Tiggy's Tent** cost £2950. This includes light breakfast, sumptuous lunch, tips from Sir Anthony McCoy and Ruby Walsh and a live auction conducted by Tattersalls Ireland auctioneer Alastair Pim. A limited number of tables are still available. Please contact yellowfortiggy@gmail.com or <https://tiggystrust.com/#cheltenham>

Yellow Ribbon Tent is a less formal option with food and beverage so people can enjoy the racing in comfort and mingle with racing and eventing's superstars, and be a part of the enormous fundraising effort taking place on the day. Tickets for the YRT (including admission are available for £30 for adults and £13 for those under 18). For details, log on to <https://tiggystrust.com/#cheltenham>

Complete Travel Packages from Ireland for both Tiggy's Tent and the Yellow Ribbon Tent are available at <https://tiggystrust.com/#cheltenham>

Donations can be made via www.tiggystrust.com

For further information, please contact:

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