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OLBG.com announced as new sponsor at Cheltenham Festival 2012

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Sports Betting Community site OLBG.com are proud to confirm their sponsorship of the Mares Hurdle at Cheltenham Festival. From 2012, the race will be called the OLBG Mares Hurdle (for The David Nicholson Trophy). The first race under the new sponsorship will take place at 4.40pm on Tuesday 13th March 2012.

"Our sports betting community at OLBG looks forward to the opening day of Cheltenham Festival with the same excitement as kids look forward to Christmas morning," says Stefanie Reeve, PR Manager. "We hope our involvement will help make the most exciting betting week of the year even more fun for all of the OLBG members."

The Grade 2 National hunt race is open to mares aged four years and older, and was originally added to the Cheltenham Festival in 2008 in memory of the iconic horse racing trainer and jockey, David Nicholson, whose death in 2006 robbed jump racing of one of its best-known personalities.

Richard Moffat, Chief Operating Officer at OLBG.com says, "OLBG will continue to honour David Nicholson's memory and outstanding contribution to National Hunt Racing and through our sponsorship, we hope to work with Jockey Club Racecourses, Cheltenham Racecourse, The Thoroughbred Breeders Association and others to help improve the opportunities for mares in the sport."

The OLBG Mares Hurdle will be run on the Old Course at Cheltenham over a distance of about two miles and four furlongs and consists of nine hurdles. Top jockey Ruby Walsh has won the race three years in a row riding Willie Mullins' Quevega.

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About OLBG.com

OLBG.com is a sports betting community where knowledgeable punters discuss, analyse and make predictions on a wide variety of sporting and non-sporting events - from football matches and horse races to new football club managers and X-Factor eliminations.

The community provides an interactive microcosm of the mindset of online gamblers and their opinions of the stories of the day, from the latest antics of football celebrities to the impact of whip rules on horse racing betting. Thousands of comments on breaking sports news stories and upcoming sporting events are added daily.