WHITE TURF ST. MORITZ

Media Guidelines 2027

PRESS OFFICE

OPPENHEIM

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1. Introduction

Dear media representatives

On behalf of the press office, we cordially welcome you to our Media Guidelines – the guidelines for accredited media representatives at the 2027 White Turf.

Please note that accreditation enquiries can only be accepted by e-mail or online through the White Turf website:

media@whiteturf.ch

https://www.whiteturf.ch/en/press/

Please note that the final version of the media guidelines will be shared as soon as the site map is finalized

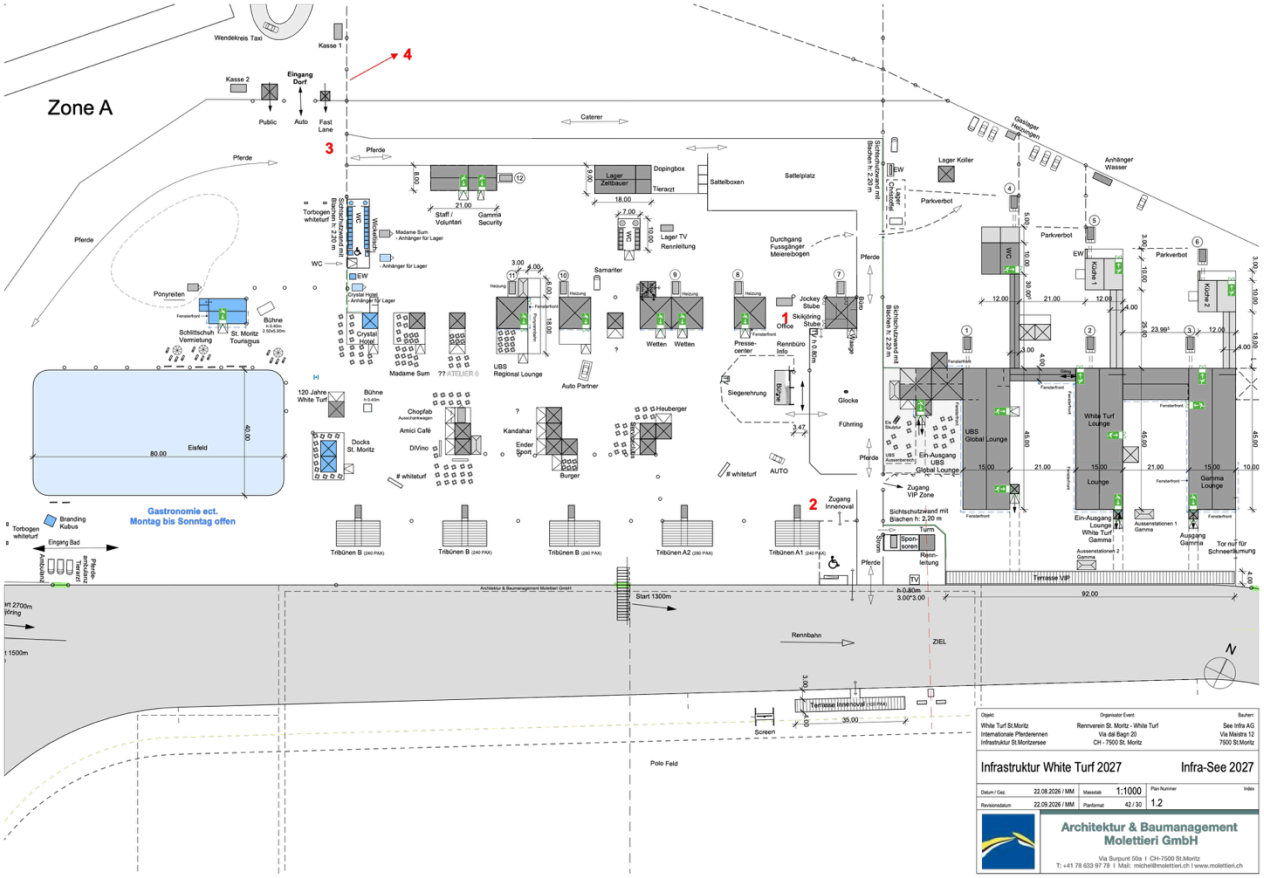
We look forward to welcoming a great number of media representatives in February 2027 and would like to wish you a successful stay.

Press office White Turf St. Moritz

1.1. Programme and news

The race programme of 7, 14 and 21 February 2027 as well as news about the White Turf can be found online at: www.whiteturf.ch

1.2. White Turf site map



No.	Description
1	Press centre
2	Reserved stand seats for accredited media representatives
3	Main entrance / checkpoint for media representatives
4	Railway station

1.3. Contact

PRESS OFFICE

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PRESS CENTRE OPENING HOURS

Every race Sunday	10:30 a.m. to 4:30 p.m.
Family Days	11 a.m. to 3 p.m.

PRESS OFFICE HOTLINE

+41 76 529 97 56	emergencies outside opening hours

BOARD RENNVEREIN ST. MORITZ

Thomas Walther	President White Turf
Curdin Schmidt	Vice president
Luigi Sala	Board member
Samuel Schäfli	Board member
Alexandra Marxer	Board member

MANAGEMENT RENNVEREIN ST. MORITZ

Dennis Schiergen	Head of Racing
Petra Emmenegger	Head of Event office
Michel Molettieri	Event constructions and technic
Nicolas Fässler	Head of Partnership
Christoph Raschle	Public catering, environment
Markus Müller	Officials and event safety
Roman Marti	Voluntari
René Schnüriger	Sponsoring
Nicolò Holinger	Skikjöring manager
Davide Peixoto	Totalisator
Martin Stamm	Finance manager
Roman Gilly	Cashier officer
Lukas Dietziker	VIP catering
Lupo Wolf	Family Days
Claudia Lüddecke	Event office

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1.4. Accreditation process

WHO CAN RECEIVE AN ACCREDITATION?

The accreditation for the 2027 White Turf is exclusively reserved for media representatives with a valid identification card from a recognized national or sports media organization or a photographers' association with an official mandate (except for professional bloggers/professional content creators).

ONLINE ACCREDITATION

Applications for accreditation can be done via website:

https://www.whiteturf.ch/en/press/

CONFIRMATION

All accreditation requests will be answered by e-mail. In case of approval, please print out the accreditation confirmation e-mail as it will entitle for admission at the press entrance by the main portal. It is personal and non-transferable.

ON-SITE REGISTRATION

Please proceed to the press centre after entering the area. Registration at the press centre is mandatory and the register at the press centre gives access to the press only areas. On family Saturdays, admission to the White Turf is free of charge.

1.5. Legal Terms

Accreditation for White Turf only permits photography and/or filming for the purpose of news coverage of White Turf in the media (print and/or online reporting covered by the press) and on Social Media.

The use of photographs and/or films is prohibited in advertising as well as in any kind of commercial communication. Only official sponsors of White Turf are permitted to use photographs and/or films of the White Turf event in their advertising.

Ambush marketing will not be tolerated. Photographs and/or films of the White Turf event may not be offered for commercial communication of third parties.

The governing law is Swiss law; place of jurisdiction is St. Moritz / Canton of Grisons (Switzerland).

1.5.1. Drones

The use of drones is not allowed on the entire site for safety reasons. The only exception is the official drone with an infrared camera which is used to guarantee the safety of the racetrack.

1.5.2. Remote Cameras

The use of remote cameras is not allowed on the entire site.

2. Journalists / photographers / TV

2.1. Important information

ACCESS AUTHORIZATION

Following the compulsory registration in the press centre on every race Sunday, the media representative has access to:

- the event area (except VIP area)
- the press centre
- the reserved seats on the stands
- the confirmed photography zone (see section 2.2)

On entering each of these areas, journalists must present their armbands to the security staff without being asked. **Media representatives do not have access to the VIP area.**

ARRIVAL IN THE EVENT AREA AND REGISTRATION

The ticket enables access to the event area. **Immediately after admission, each journalist/photographer/filmer must register in the press tent.**

DRONES

The use of drones is not allowed on the entire site for safety reasons. The only exception is the official drone with an infrared camera which is used to guarantee the safety of the racetrack. Official drone material from last year's races can be requested with the press office.

REMOTE CAMERAS

The use of remote cameras is not allowed on the entire site.

ENGADINE / ST. MORITZ

Information concerning the Engadine / St. Moritz is provided online on the tourism organization website: www.engadin.stmoritz.ch

FOOD & BEVERAGES

Snacks and a selection of drinks are available free of charge to every accredited person in the press centre.

FURTHER INFORMATION

Current information as well as details of the different races can be consulted at any time at www.whiteturf.ch.

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INTERVIEW AND PHOTO REQUESTS

Requests for interviews and photo sessions must be made at the press office well in advance.

LIABILITY

The press office assumes no liability during the event for lost, stolen or damaged items. Items are deposited in the press centre at the owner's risk.

OPENING HOURS OF THE PRESS CENTRE ON THE FROZEN LAKE

On each race Sunday, the press centre is open from 10.30 a.m. to 4.30 p.m.

OVERNIGHT STAY AND ARRIVAL

Hotel reservations, transportation and related costs are the responsibility of the accredited person. The press office cannot provide any reductions or reservations. The Engadin St. Moritz tourism organization www.engadin.stmoritz.ch can provide information concerning hotels and possibilities for overnight stays.

PARKING

Parking on the lake is strictly forbidden. Visitors should use public transport whenever possible.

The following car parks are available:

- Serletta multi-storey car park (St. Moritz near the lake)
- Quadrellas multi-storey car park (St. Moritz village)
- Polo lawn
- Du Lac car park
- Islas car park near the ski jump

PHOTOGRAPHS

The White Turf produces professional image material, which will be available here after the event.

PRESS RELEASES

Keystone SDA will provide a press release (German only) on each race Sunday around 7 p.m., which will subsequently be published on https://www.whiteturf.ch/presse/.

RACE PROGRAMME

Every accredited media representative will be given the current race programme free of charge upon registration in the press centre.

RACE RESULTS

Race results are published in the press centre after each race.

RESERVED SEATS IN THE STANDS

There are reserved seats in the stands for media representatives which can be accessed following registration in the press centre. Taking photographs or filming with tripods is discouraged in the stands to ensure unrestricted visibility.

TICKETS

All accreditation requests will be answered by e-mail. In case of approval, please print out the accreditation confirmation e-mail as it will entitle for admission at the press entrance by the main portal. It is personal and non-transferable. **An actual ticket is not needed. Please proceed to the press centre after entering the area. Registration at the press centre is mandatory to gain access to the press only areas.**

TOILETS

Public toilets are available at several locations on the event site.

WORKSTATIONS AT THE LAKE

A separate, heated room is available for media representatives in the press centre during opening hours. It includes:

- Seating and workstations (limited number)
- Wi-Fi and ISDN connection

Workstations cannot be reserved or confirmed in advance.

2.2. Important additional information for photographers and TV

We offer all accredited photographers and TV staff a zone system that defines the access authorization**. The zones are assigned by the press office and are binding for all photographers and TV teams.** The various zones and associated guidelines are described in detail below.

ACCESS AUTHORIZATION

Photographers and TV teams who are accredited with the White Turf will be assigned working zones.

The zones are assigned by the press office. They are binding for all photographers and TV staff. All photographers and TV teams must wear a blue numbered jersey and yellow or pink armband which is handed on arrival at the press tent.

On entering each of these areas, journalists must present their ID (jersey and yellow or pink armband) to the security staff without being asked.

EQUIPMENT

Photo equipment / TV equipment will be re-checked on site.

LEAVING THE EVENT AREA

Before leaving the event area, photographers and TV staff assigned to zones A or B, who are accredited for another race Sunday, are asked to make a new application in the press centre for the zone assignment for the next race Sunday. This can only be confirmed if there is free capacity.

SPECIAL CAMERAS

We kindly ask photographers with special cameras (panorama cameras etc.) in need of a special stand to contact the press office.

2.3. The two zones

The assignment of the zones is binding. If these rules are not respected, the accreditation will be withdrawn. The rules are as follows:

- Entering the racecourse is strictly forbidden.
- It is strictly prohibited to stand near the finishing line (inner and outer rails).
- From the starting gate a distance of 10 m (for persons) must be observed. Race procedures must not be obstructed in any way. The instructions of the racing officials must be followed.

ORDER OF EVENTS

The assigned zone will be announced and confirmed to the media representatives in the accreditation confirmation, which will be sent in advance by e-mail.

BRIEF ZONE OVERVIEW

- **ZONE A**
  inner rails / inner oval, closed-off area during the winner ceremony next to the award ceremony stage, outer rails and event area
- **ZONE B**
  outer rails and event area

The chronology of the zones is hierarchical: photographers of Zone A also have access to Zone B.

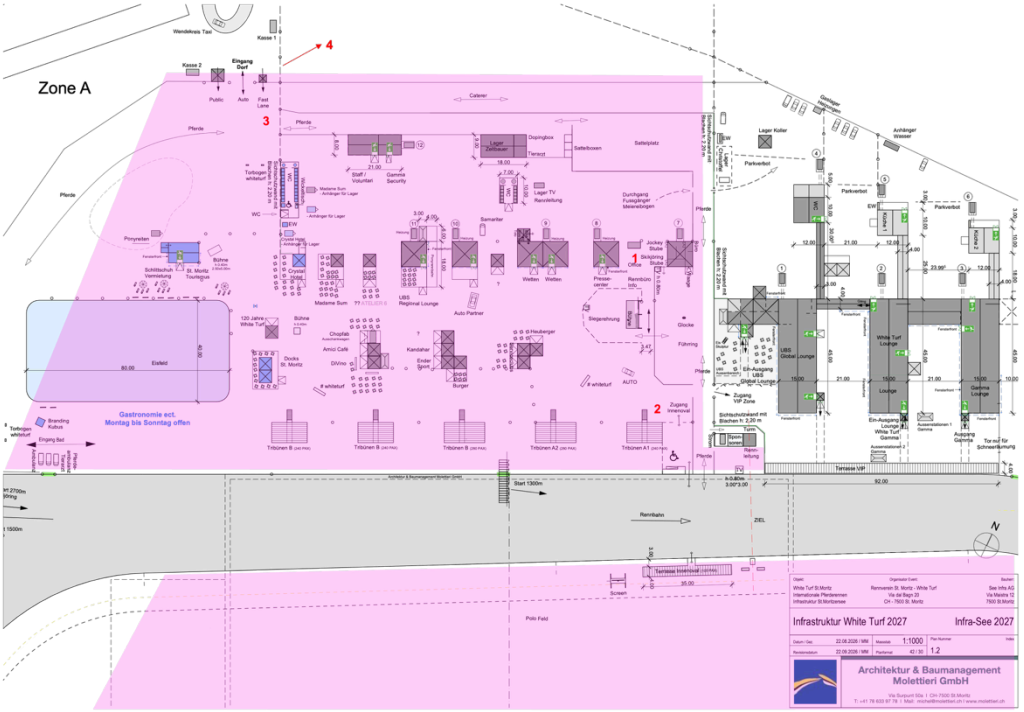
AVAILABILITY

All of those who are assigned to a certain zone must give their mobile number to the press office. They must be reachable on this number throughout the race Sunday.

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2.3.1. ZONE A

Those assigned to Zone A have access to the following areas:



- inner rails / inner oval
- closed-off area during the winner's ceremony next to the award ceremony stage
- outer rails
- event area

ASSIGNMENT

The strictly limited access authorization is assigned by the press office. It is exclusively reserved for horse race photographers who have the necessary turf experience and the appropriate professional equipment.

IDENTIFICATION

All photographers and TV teams must wear a blue numbered jersey which is handed on arrival at the press tent.

Accredited photographers and TV staff who are assigned to Zone A will be identified by a pink armband to be worn on the right arm. This armband will be handed out in the press centre during the compulsory registration on every race Sunday. A new allocation of the number on the armband, which is not transferable, will take place on every race Sunday.

Only this pink armband will allow access to the inner oval. After the last race, the armband must be handed in to the press centre by 3.30 p.m. at the very latest.

GUIDELINES AND RULES OF CONDUCT

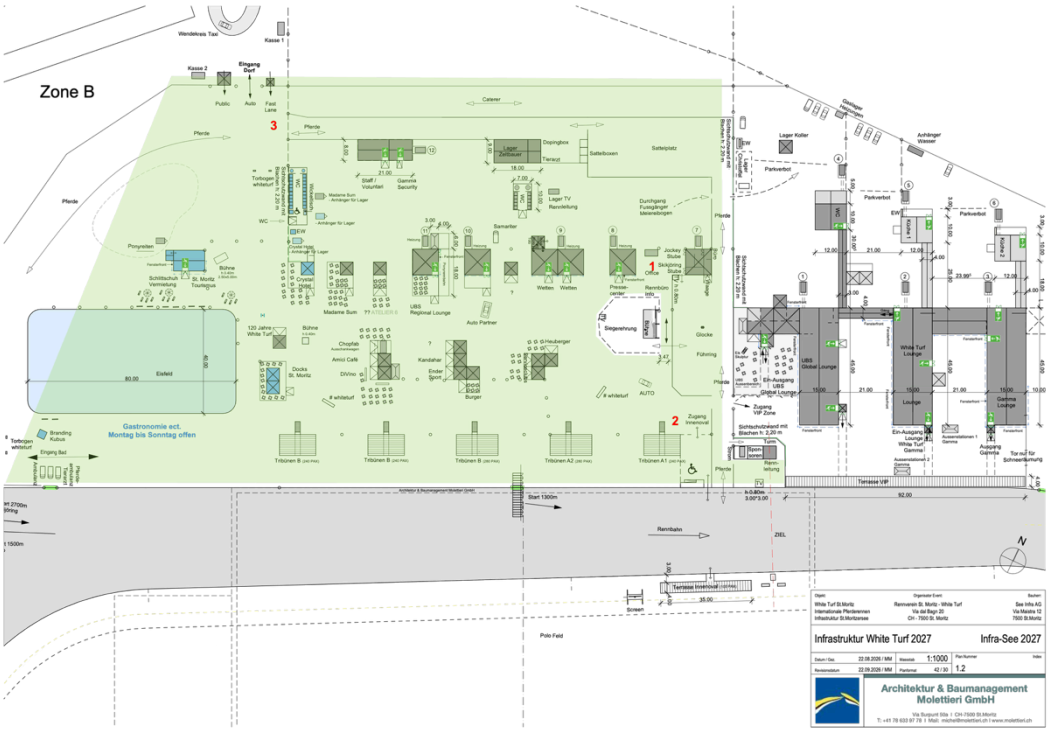
In addition to the general rules applicable to photographers and TV staff, the following binding rules are effective in Zone A:

- The pink armband and the number on it must always be worn clearly visible over the jacket on the right arm.
- Photographers must not lean on the rails or posts.
- It is strictly forbidden to lie under the inner rails.
- In the inner rails, it is forbidden to stand within 5 metres of the finish line.
- To avoid frightening the horses, kneeling/squatting directly at the rails is not recommended. Keeping a distance of 1.5 m from the rails is recommended.
- Photo bags and other equipment must be placed at least 5 metres from the rails.
- The first quarter of a bend in the inner rail must always be kept clear to allow photographers with telephoto lenses on the outer rails a clear, unobstructed view.
- Photographers with short focal lengths must not lean into the lane within 20 metres before or after the finish line to avoid obstructing the view of colleagues with telephoto lenses.
- Photographers with long focal lengths may lean into the lane with their upper bodies after mutual agreement at the grandstand passages and finishes. If the winning horse reaches the finish line, they must immediately retreat into the interior.
- During the race, all persons inside the oval must behave calmly and not make any sudden movements.
- Doctor and veterinarian are on a skidoo inside the oval. In the event of an accident, they must be allowed to access the track.
- The photographers must warn each other if any horses are running free. Please also pay attention to the speaker announcements.

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2.3.2. ZONE B

Those assigned to Zone B have access to the following areas:



- outer rails
- event area

ASSIGNMENT

The access authorisation is assigned by the press office. It is exclusively reserved for media representatives with a valid and approved press card.

IDENTIFICATION

All photographers and TV teams must wear a blue numbered jersey which is handed on arrival at the press tent.

GUIDELINES AND RULES OF CONDUCT

For Zone B there are no further rules in addition to the general rules applying to all photographers and TV staff.

2.4. Special information for TV teams

Documentation

TV teams who wish to have access to the inner oval and the VIP area for a specified reason, may request this at the press office in advance.

If authorisation is granted, the TV teams will always be accompanied by a person from the press office.

Drones

The use of drones is not allowed on the entire site for safety reasons. The only exception is the official drone with an infrared camera which is used to guarantee the safety of the racetrack.

Remote cameras

The use of remote cameras is not allowed on the entire site.

In-house productions & race footage applications

Swiss and international television broadcasters, production and internet companies must inform the press office if they wish to make their own on-site recordings. If material from the official race films is to be used, a licence must be obtained with the corresponding licence fees and conditions. The Press Office will forward any licence enquiries after consulting the media representative.

Parking

Special conditions are valid on the frozen lake for outside broadcasting vans. Registration in advance is required at the press office, where information is also available.

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