

## TEAM VALOR TO HONOR STANLEY BERGSTEIN WITH WRITING AWARD STABLE CEO BARRY IRWIN TO SELECT WINNER OF ANNUAL \$25,000 PRIZE WINNER WILL “REFLECT HONOREE’S NO-HOLDS-BARRED WRITING STYLE”

The Stanley Bergstein Writing Award has been instituted by Team Valor International in order to foster the type of writing engaged in by the recently deceased horse racing giant and author of hard-hitting racing journalism. (Stanley Bergstein Obituary [New York Times](#))

CEO Barry Irwin, a former Turf Writer who greatly admired Mr. Bergstein and his columns that usually appeared in *Daily Racing Form*, will select the winner each year from a list of stories chosen for consideration by a group of 5 panelists to be named next year.

Four panelists will be appointed each year by Jeff Lowe, who was an award-winning Turf Writer prior to joining Team Valor as director of media. Lowe will serve as the fifth panelist. Writers may also submit their own pieces for consideration. There are no restrictions as to where the pieces are published, whether in print or on-line, in newspapers, magazines or blogs.

*Stanley Bergstein passed away earlier this month in his adopted home of Tucson, Arizona. He was an influential Op/Ed writer on important issues facing horse racing.*



Team Valor will announce the winner at 11 a. m. on December 4, 2012 in Lexington, Kentucky at a luncheon in the Thoroughbred Club of America adjacent to Keeneland, where the recipient will receive a trophy commemorating the achievement, as well as a check in the amount of \$25,000.

Irwin began in racing as a writer with *The Blood-Horse*, later editor of *The Thoroughbred of California* and wrote a syndicated column for *Daily Racing Form*. The past 15 years he has contributed editorial pieces to *The Blood-Horse*, *Thoroughbred Daily News* and the *Paulick Report*.

In explaining his desire to reward Turf Writers for journalistic excellence, Irwin said “There was a time in the 1990s when I felt singularly alone in tackling some of the sport’s most daunting issues. When Mr. Bergstein began to write his columns for *Daily Racing Form* and Andy Beyer wrote similarly in the *Washington Post*, I was relieved and I greatly appreciated their content.

“In the current climate of a drastically shrinking amount of space devoted to coverage of racing in the print media, I think it is important to lend support to those writers still plying their trade, by establishing a path for them to take on the important issues facing the sport, in hopes that by doing so they will move racing’s participants to effect positive changes.

“Not all writers and publications seem interested in this sort of thing. Now that Mr. Bergstein has departed the scene, I want to do something to encourage Turf Writers to pick up where he left off and establish a trend.

“Hopefully, the Stanley Bergstein Writing Award will encourage Turf Writers to branch out and take a different look at what is going on in racing that requires some attention in the press.”

## BARRY IRWIN WANTS TO ENCOURAGE WRITERS TO SHARPEN THEIR FOCUS TEAM VALOR CEO SEEKS TO KEEP STANLEY BERGSTEIN'S FLAME BURNING



Barry Irwin was hit hard by the recently death of Stanley Bergstein and it prompted him to inaugurate an award in his memory that will reward an enterprising writer with a \$25,000 prize each year.

“Stan is not the type of writer that can be easily replaced,” Irwin said. “He was in a unique position to write about what was on his mind, as he was a respected leader in racing in North America and he was old enough not to have to worry about repercussions if he ruffled some feathers.

“Most leaders in his field are not inclined to write about things considered to be politically incorrect because they have been part of The Establishment for far too long. But Stan was cut from a different cloth and he had the courage of his convictions.”

Irwin established the Stanley Bergstein Writing Award to motivate writers to produce articles and Op/Ed pieces in the tradition of the honoree and for writers to get out of their usual comfort zone and stretch themselves.

“My wife Kathleen M. Irwin, who is an award-winning fiction writer, says ‘There are two ways to deal with uncomfortable things. One is to sweep them under the carpet and hope nobody notices. The other way is to shine a light on them in hopes that it will better the situation.’ I think that pretty much sums up why we are offering this writing prize,” commented Irwin.



Irwin hopes that the amount of money, which represents one of the largest cash prizes for a writing award in North America and by far the largest ever offered for a Turf Writer, will motivate journalists to come forward with pieces that will make a difference.

“Stan made a difference when he wrote,” Irwin said “because he not only got people to think, he got them to act. He pointed out problems, but he offered solutions. The press has a role in our society that should be taken seriously. It isn’t called the Fourth Estate for nothing!”

Irwin himself has been a writer of articles and Op/Ed pieces that have shined a light on things that needed changing. “I quit working for *Daily Racing Form* in 1978 when it was more of a house organ for the racing industry than the fine publication it is today,” he recalled. “The first article I wrote after I quit was a lengthy piece in *New West*, a general circulation magazine in California.

“It was during the time when a minor Mafia member went public in *Sports Illustrated*, revealing how he fixed races. He named names of trainers and riders. My purpose in writing in *New West* was to point out that if racing journalists did their jobs, they might shine a light on bad guys and end some unsavory practices.

“In my article, I also revealed practices that took place at racetracks in Southern California. I pointed out what was they did and I named names. I ruffled a lot of feathers, because I mentioned practices used by the biggest names the game.

“Fans and horseplayers loved it, but some racing participants took it badly. I was biting the hand that fed me, I was told. But you know what? Many of the practices I mentioned began to change and eventually disappeared. By establishing this writing award, I want to encourage others to consider taking this path.”

# Stanley Bergstein Writing Award



*Honoring Stanley Bergstein's tradition and style of writing*

**What:** Stanley Bergstein Writing Award

**Who:** Writer of any piece that appears in print or on-line

**When:** Winner announced December 4, 2012

**Where:** Thoroughbred Club of America, Lexington, Kentucky

**Why:** Encourage journalism in tradition of the honoree

**Win:** Trophy (above) and \$25,000

## STANLEY BERGSTEIN WRITING AWARD/FAQ

**Q:** What is the deadline for submissions of entries?

**A:** Links to stories should be submitted by November 1 to Jeff Lowe at [jeff@teamvalor.com](mailto:jeff@teamvalor.com)

**Q:** What time period do the entries cover?

**A:** Stories must be published between November 1, 2011 and November 1, 2012 in a racing or non-racing publication.

**Q:** What is the minimum and maximum number of words for entries?

**A:** There are no restrictions as to length.

**Q:** Must stories be non-fiction or is fiction under consideration for the prize?

**A:** Strictly non-fiction.

**Q:** Can anybody enter a story for consideration?

**A:** Everybody but writers employed by Team Valor International.

**Q:** Where can I learn more about Stanley Bergstein?

**A:** Try this [link](#).

**Q:** Where can I read an article written by Stanley Bergstein?

**A:** Try these [Link 1](#) [Link 2](#)

**Q:** How and when will the winner be notified?

**A:** Winner will be notified by e-mail prior to November 15, at which time Team Valor will arrange for transportation of the winner to Kentucky.

**Q:** Is attendance mandatory at the award ceremony?

**A:** No. If the winner is unable to attend, Team Valor will try to arrange a video taped acceptance speech at winner's location.

**Q:** Are submissions restricted to publication in North America?

**A:** Yes they are.

**Q:** Are submissions restricted to articles about horse racing?

**A:** Yes.

**Q:** Are submissions eligible that are published on-line or just in print?

**A:** Articles, Op/Ed pieces, columns, blogs and stories are eligible if they have been published, whether in print or on-line and there are no restrictions as to the type of publication in which they appear.