

Virgin Bet return to Musselburgh for key 2025 race days

Musselburgh Racecourse is excited to announce that Virgin Bet will return as the title sponsor for two major events in 2025 – New Year’s Day and Easter Saturday Racedays.

These celebrated racedays are central to Musselburgh’s “Sensational 6” -the racecourse’s biggest and best racedays across the year.

In addition to Virgin Bet, the partnership also extends to fellow LiveScore Group brand, LiveScore Bet.

The 1 January New Year’s Day Raceday is an annual sell-out that draws over 6,000 racing fans across Scotland. The event promises spectacular Jump racing action, including the £40,000 Auld Reekie Handicap Chase and the £30,000 Hogmaneigh Hurdle, as part of a programme worth over £100,000.

Virgin Bet will also headline the Easter Saturday Raceday, held on 19April. This event will feature the prestigious £100,000 Queen’s Cup and Scotland’s fastest race, the Scottish Sprint Cup, attracting top horses, trainers, and jockeys to the East Lothian course.

As part of the sponsorship, Virgin Bet’s Personal Safety Partner, WalkSafe, will be integrated into the racedays.



Founded in 2020, WalkSafe was developed to give the public as much information about their surroundings as possible. The app, WalkSafe+, enables users to plan the safest route home, along with a host of additional features to help ensure a safer experience for all.

Racegoers at Musselburgh will be able to learn more about the innovative and free-to-download app at each Virgin-Bet sponsored race meet.

Dominic Vye, Marketing Director, Virgin Bet, said: “We are thrilled to continue our longstanding partnership with Musselburgh Racecourse as the headline sponsor for both the Easter Saturday Raceday and New Year’s Day Raceday.

“Supporting these key events in the Scottish racing calendar aligns perfectly with our commitment to delivering an unparalleled sports betting experience. We are excited to contribute to the excitement and tradition that both the Easter Saturday and New Year’s Day Racedays bring.

“This year, for the first time, we have partnered with WalkSafe as part of our ‘Good Bet’ brand propositioning, and

plan to give racegoers the knowledge and tools to ensure they can travel home from a racing venue safely.”

Sarah Montgomery, Commercial and Operations Director at Musselburgh Racecourse, added: “We are delighted to continue our longstanding partnership with Virgin Bet and LiveScore Bet at Musselburgh Racecourse and look forward to hosting another fantastic edition of the Virgin Bet Easter Saturday, as well as New Year’s Day Raceday in partnership with Virgin Bet, two highlights of our ‘Sensational 6’ racedays.

“We’re also thrilled to have Virgin Bet’s Personal Safety Partner WalkSafe integrated as part of their sponsorships with us. The experience and safety for all spectators at our racecourses is a priority, so it’s fantastic to see this as part of Virgin Bet’s ‘A Good Bet’ initiatives, which aims to create a more inclusive and welcoming environment for all.”

To purchase tickets, [please visit here](#). Book your tickets before midnight 31 October and save £10.00.

