



ROSEMONT EMBRACES MM DIGITAL PLATFORM



Anthony Mithen | *Bronwen Healy*

by *Paul Vettise*

The recently-launched Magic Millions Online platform will host another exclusive unreserved auction off the back of its debut success, this time for Victorian nursery Rosemont Stud.

Leading Victorian nursery Rosemont Stud is the latest thoroughbred convert to the recently-launched Magic Millions Online platform.

In association with the Gold Coast auction house, it has announced the Rosemont Stud Exclusive Online Sale on May 25 and 26 with almost 100 lots catalogued for the unreserved sale.

It will follow on from this week's successful Cornerstone Stud Unreserved Reduction Sale, the first on the Magic Millions platform, during which more than \$1 million was traded.

"This is a very exciting announcement to make in conjunction with Magic Millions," Rosemont's Anthony Mithen said. "We've been working together on this project since the beginning of the year."

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"We love the idea of a dynamic style online event with a condensed bidding period. Prospective buyers will get the chance to digest photos, videos and independent agent assessments.

"With all lots on the farm, we encourage those able to visit and inspect the stock to do so before they sell online and make contact with a member of our team or Magic Millions to organise a time to visit.

"We were impressed with how easy it was to use the platform during the recent Cornerstone Stud Sale. We're delighted to be able to offer such an attractive line up of weanlings and broodmares."

A feature of the reduction will be 39 weanling offerings by sires including Exceed And Excel, Zoustar, Written Tycoon, Russian Revolution, Brazen Beau, Capitalist, So You Think (NZ), Hellbent, Nicconi, Toronado (Ire) and Rosemont residents including Starcraft (NZ) and Starspangledbanner.

The broodmare prospects include 12 stakes performers, featuring 2-year-old stakes winners Gold Rush (NZ) (So You Think {NZ}), in foal to Savabeel, and Split Lip (Your Song), in foal to Zoustar, as well as stakes producers.

"Rosemont are leaders in their field and to be able to partner up to offer this quality line up of horses is an honour," Magic Millions Managing Director Barry Bowditch said.

"We look forward to releasing the catalogue late next week and then to what will be an action-packed period of bidding on May 25 and 26."

Bidding at the online auction will be open on May 25 and the countdown to the sale of each horse will commence at 11am (AEST) on Tuesday, May 26.

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