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KENTUCKY STATE FAIR BOARD VOTES TO EXTEND PRESTIGIOUS HORSE SHOW DURING KENTUCKY STATE FAIR

LOUISVILLE, KY (January 22, 2015) – The Kentucky State Fair Board today voted to extend the World’s Championship Horse Show, held during the Kentucky State Fair, by an extra day. The additional day will begin in 2015.

Held in Freedom Hall, the prestigious Saddlebred show will now begin on the first Saturday of the Fair for an eight-day run, rather than the first Sunday. The finals will continue to be held on the last Saturday night.

Fred Sarver, who represents the America Saddlebred Horse Association on the Kentucky State Fair Board praised the action of the fair board.

“My sincere appreciation to the KSFB board of directors in granting an additional date for the WCHS. This will insure the growth and potential to make a great event even better,” Sarver said.

In past years, Freedom Hall played host to a Saturday evening concert. However, with flagging ticket sales over the past few years and increased demand for additional horse show classes, today’s vote was overwhelmingly in favor of providing another evening for Saddlebreds.

Kentucky State Fair Board President and CEO Rip Rippetoe added that there will be a concentrated marketing effort to bring fairgoers to the World’s Championship Horse Show.

“We want to attract more fans and novices alike to experience this show that is already renowned around the world with horse enthusiasts,” Rippetoe said.

The 2015 dates of the World’s Championship Horse Show are August 22-29.

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About the Kentucky State Fair Board

The Kentucky State Fair Board is comprised of gubernatorial appointments, members of university administrations, representing associations and leaders from around the state. The Board operates two properties, the Kentucky Exposition Center and Kentucky International Convention Center. The Kentucky State Fair Board accounts for \$460 million annually in economic impact for the community and Commonwealth.