



**Kentucky Tourism, Arts and Heritage Cabinet
Kentucky State Fair Board**

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Kentucky State Fair Board Presents Eddie Ford's Kentucky Hoopfest July 13-17

"The Eddie Ford Hoopfest is one of the premier high school basketball events in the country and a prime example of the top tier sporting events Louisville excels at hosting," said Karen Williams, President & CEO, Louisville Convention & Visitors Bureau. The Hoopfest truly showcases the successful sales and event execution partnership among the Kentucky State Fair Board, the CVB and the Sports Commission. In addition to the many room nights and positive economic impact, we're a city that treasures our basketball tradition and we all appreciate the KSFB taking the initiative to purchase this event and ensure that Hoopfest has a permanent home in Louisville."

LOUISVILLE, Ky. — The Kentucky State Fair Board has added a basketball tournament to its growing roster of in-house shows owned and produced by the organization.

Scheduled for July 13-17, Kentucky Hoopfest brings more than 140 teams representing 20 states and Canada, to Louisville. Traveling teams are comprised of the best players from different schools and provide athletes the opportunity to showcase their skill sets for college coaches and recruiters.

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Teams compete in pool play before moving onto bracket competition. Divisions include Senior-To-Be (17U), Junior-To-Be (16U), Sophomore-To-Be (15U), Freshman-To-Be (14U) and 8th Grade. Division 1, 2, and 3, NAIA and junior college coaches will attend the tournament.

An NCAA Certified Tournament, Kentucky Hoopfest is the longest running tournament for traveling teams in the country, a legacy to the importance and quality of youth basketball in the local community. Over the years, many well-known college and NBA players have competed in Kentucky Hoopfest.

"The Eddie Ford Hoopfest, one of the most prestigious and well-run competitive travel basketball events in the country, brings thousands of visitors to our community every year," said Karl Schmitt, President and CEO of the Louisville Sports Commission. The Kentucky Exposition Center is a perfect location for this event and the Kentucky State Fair Board is an outstanding host. This combination translates into great experiences for the teams, their families and for visiting college coaches."

"This is a place where youth sports can thrive," said Anthony Leachman, Vice President and Chief Financial Officer of the Fair Board. "With this purchase, we're establishing a youth sports initiative for the Kentucky State Fair Board. We want to grow Kentucky Hoopfest into a family and community driven event, expanding to include new activities for families and local businesses, ultimately creating a destination tournament for the whole family."

The board approved the \$800,000 purchase of the event at its February meeting, which includes basketball courts and goals, contracts with other organizations, intellectual property and additional assets. With the Fair Board's emphasis on the growing youth sports market, Kentucky Hoopfest complements the Kentucky State Fair, National Farm Machinery Show and North American International Livestock Exposition.

For more information, visit www.kyhoopfest.org.

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The Kentucky State Fair Board includes gubernatorial appointments, members of university administrations, representatives of 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 more than \$482 million annually in economic impact for the community and Commonwealth. The Kentucky State Fair Board is an agency of the Kentucky Tourism, Arts and Heritage Cabinet.