



KENTUCKY EXPOSITION CENTER

FOR IMMEDIATE RELEASE

Amanda Storment
Vice President of Communications
Kentucky State Fair Board
(502) 367-5180
astorment@ksfb.ky.gov

Ryne Dunkelberger
Social Media and Communications Manager
Kentucky State Fair Board
502 367-5186
rdunkelberger@ksfb.ky.gov

INAUGURAL UNLIMITED OFF-ROAD EXPO BRINGS COMPETITORS AND ENTHUSIASTS TO LOUISVILLE

LOUISVILLE, KY (June 16, 2014) – Hundreds of ATVs, Jeeps and other off-road vehicles will roll into the Kentucky Exposition Center Friday, June 20 – Sunday, June 22 for the Unlimited Off-Road Expo. The inaugural event will be the first off-road industry trade show in the eastern region of the United States and is expected to generate nearly \$1 million of economic impact.

At a press conference today at the Kentucky Exposition Center, Kentucky State Fair Board President and CEO Clifford “Rip” Rippetoe said, “The off-road industry is a growing tourism segment and the exposition center’s unique range of assets is a perfect fit to introduce it to the region.”

Axel Stammel, president of AXEL OFF ROAD in Roswell, GA said, “The Kentucky Exposition Center offers a unique opportunity: great indoor facility, beautiful outdoor area and a six-acre lawn and dirt area, ready to be shaped into a challenging competition race course. That allows to bring our concept to life of a business meeting point, great vending, along with one-of-a-kind race entertainment.”

The show begins on Friday, June 20 with an industry-only day for professionals to see new product demonstrations and network within the industry.

The event is open to the public Saturday and Sunday from 9 a.m. – 6 p.m. More than 200 exhibitors will display off-road products, ATVs, buggies, parts, body armor and more in South Wing C.

In addition to the exhibitors, there will be an action-packed off-road competition on Saturday and Sunday in the Prestonia Lot. The four-acre outdoor course is filled with obstacles, jumps, rock, sand and climbs up to 32 feet. Racers will compete in preliminaries at 10 a.m. and 1 p.m. with the winners advancing to the finals at 4 p.m. each day.

“Louisville is no stranger to excitement. We have the world’s only underground zipline and the most exciting two minutes in sports,” said Cleo Battle, executive vice president of the Louisville Convention and Visitors Bureau. “This event is a natural fit for a city that thrives on adrenaline enthusiasts.”

Tickets are \$25 for a one-day pass in advance, \$28 the day of the show, \$18 for military, children (ages 8-14) and seniors (ages 65 and up) and \$45 for a two-day pass. Parking at the Kentucky Exposition Center is \$8 per vehicle. Tickets are available online at <http://offroadunlimitedexpo.com>.

For more information, visit <http://offroadunlimitedexpo.com>.

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About the Kentucky Exposition Center

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space and accommodates a wide variety of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. For more information, visit www.kyexpo.org. Also like us on Facebook at <https://www.facebook.com/kyexpocenter> and follow us on Twitter at twitter.com/kyexpocenter.