



Kentucky Tourism, Arts and Heritage Cabinet Kentucky Exposition Center

For Immediate Release

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Kentucky State Fair Board Scores New Contracts

Kentucky Exposition Center marketed as major youth sports destination

LOUISVILLE, Ky (July 15, 2016) — The Kentucky Exposition Center continues to solidify the plan to become a major youth sports destination with the signing of two new contracts. Officials with the Kentucky State Fair Board and Louisville Sports Commission announced the multi-year agreements today at the Kentucky Hoopfest, held annually at the Kentucky Exposition Center.

The five-year contracts begin in 2017 and run through 2021, bringing two established girls basketball tournaments to the Kentucky Exposition Center: Run for the Roses and Battle in the Boro. Roughly 1,000 teams participated in the events this year in Nashville, and it is estimated the tournaments will bring 17,000 attendees and participants to Louisville in 2017. This translates into well over 72,000 room nights and \$38.5 million in economic impact during the five-year contract period.

“It’s wonderful news for Louisville and Kentucky that two youth-focused basketball events have decided to move their tournaments here for the next five years,” said Greg Fante, vice president of sports development for the Louisville Sports Commission. “These events will add to our already-strong reputation as a successful sports tourism destination and will encourage youth to be active and do more than sit on the sidelines. We’re excited to partner with such outstanding organizations as the Kentucky State Fair Board and Louisville Convention & Visitors Bureau in making today’s announcement.”

Run for the Roses is scheduled for July 5–8, 2017 and Battle in the Boro for July 10–13, 2017. Both tournaments will take place at the Kentucky Exposition Center.

“The Kentucky Exposition Center is ideal for these types of youth tournaments,” said Dr. Mark Lynn, chair of the Kentucky State Fair Board. “Organizers appreciate the security of the self-contained campus with everything under one roof. Plus, Kentucky Kingdom adds unique entertainment value for these young people and their families.”

The Kentucky Exposition Center hosts around 30 youth sporting events annually, including volleyball, archery and cheer and dance. “We welcome more than 100,000 youth sports participants and attendees every year,” said Lynn. “With all of our assets, our future looks very bright as a youth sports destination.”

To learn more about the Kentucky Exposition Center or view its calendar of events, visit www.kyexpo.org.

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One of the 10 largest facilities of its kind in the U.S., the [Kentucky Exposition Center](#) (KEC) features 1.2 million square feet of contiguous exhibit space, including Freedom Hall, an indoor arena that seats more than 19,000 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates a wide range of events year round. KEC is the permanent home of the Kentucky State Fair, National Farm Machinery Show, Eddie Ford Kentucky Hoopfest and North American International Livestock Exposition. For more information, go to www.kyexpo.org.

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, KEC is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle and \$20 per bus.