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WORLD'S LARGEST LIVESTOCK EXPO OPENS 18-DAY RUN

LOUISVILLE, KY (October 29, 2015) - The North American International Livestock Exposition (NAILE) returns to the Kentucky Exposition Center for its 42nd annual gathering Nov. 3-20. Exhibitors from 48 contiguous states will show upwards of 30,000 prize cattle, goats, swine, horses, sheep and other species, as they compete for nearly \$750,000 in premiums and awards. NAILE, started in 1974, has grown to become the world's largest all-breed, purebred livestock exposition.

The expo attracts agricultural professionals and livestock breeders from around the world. Some 200,000 competitors and attendees are expected to contribute an estimated \$16.1 million to the area's economy. It also hosts the National Collegiate and 4-H/FFA Livestock Judging Contests, designed to assist in preparing the next generation for tomorrow's breeding challenges.

The exposition's premier event, the Sale of Champions, benefits youth exhibitors who often pursue careers in agriculture. In 2014, the Grand Champion and Reserve Grand Champion steers, hogs and lambs fetched auction sales of \$87,500. Ten percent of the sales are donated to charitable organizations. The remaining 90 percent of the proceeds are split, with 10 percent going to promote the expo and 80 percent given to the youth exhibitors. More than \$1.75 million has been raised through the auction to further promote youth involvement in agribusiness and fund charitable endeavors.

In addition to sales and judging contests, visitors can enjoy the North American Quarter Horse Show in Broadbent Arena Nov. 3 - 11. Consistently ranked as a top five show by the American Quarter Horse Association (AQHA), the nine-day competition features more than 200 classes of events such as cutting, reining, halter, team penning, tie down roping and barrel racing.

Held in conjunction with NAILE is the separately ticketed North American Championship Rodeo Nov. 12 - 14 in Freedom Hall. This serves as the finals for the Great Lakes Circuit of the Pro Rodeo Cowboys Association (PRCA), with \$80,000 in prize money and the title of Regional Champion on the line.

Other activities at NAILE include browsing the nearly 200 vendors in the Giant Country Store and the annual Farm City Luncheon held Nov. 13. Produced by Louisville's Agribusiness

Industry Network, the luncheon features the presentation of the “Agribusiness of the Year” award and the “Wing Tip Rodeo.”

Admission to NAILE is \$6 for adults and \$3 for seniors and children aged 2 - 12. Parking is \$8 daily. A season pass covering admission for the entire expo is \$25, and a parking pass also is available for \$25. Through the NAILE Field Trip Program, student groups are offered a special \$2 admission rate on weekdays and may receive guided tours on specified days.

For more information, visit www.livestockexpo.org.

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ABOUT THE NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION

Owned and produced by the Kentucky State Fair Board, the North American International Livestock Exposition is the world's largest purebred livestock show. Held at the Kentucky Exposition Center in Louisville, the event attracts more than 200,000 livestock producers and visitors each year, contributing \$16 million in economic impact annually.