



MEDIA ADVISORY

TOURISM GROUPS UNITE TO PROMOTE KENTUCKY BOURBON EXPERIENCE

WHAT: Team Bourbon, an unprecedented coalition of tourism partners, is announcing a new marketing and public relations campaign to promote Kentucky Bourbon and the communities that celebrate its heritage, hospitality and spirit.

WHEN: Thursday, October 8, at 7 p.m.

WHERE: Welcome reception for the inaugural Bourbon Chase race
Lexington Downtown Hotel (Hilton, formerly the Radisson)
369 West Vine Street
Lexington, Ky.

WHY: Kentucky Bourbon is much more than a drink – it’s a way of life. And Kentucky is the only place where you can enjoy the true bourbon experience. That’s why Team Bourbon was created: to showcase our unique bourbon lifestyle and to share our spirit around the world.

WHO: Representatives from Team Bourbon members will be available:
Anderson County Tourism Commission
Bardstown-Nelson County Tourist & Convention Commission
Frankfort Tourism Commission
Lebanon Tourist & Convention Commission
Lexington Convention & Visitors Bureau
Louisville Convention & Visitors Bureau
Shepherdsville/Bullitt County Tourist & Convention Commission
Woodford County Tourist Commission
Kentucky Bourbon Festival
Kentucky Department of Travel
Kentucky Distillers’ Association

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