



For Immediate Release – October 8, 2009

TOURISM GROUPS UNITE TO PROMOTE KENTUCKY BOURBON EXPERIENCE

FRANKFORT , Ky. – Team Bourbon, an unprecedented coalition of 11 tourism groups, today launched a new campaign to showcase Kentucky’s signature Bourbon industry and the communities that celebrate its spirit.

“Kentucky Bourbon – where the spirit leads you,” will market the Bourbon lifestyle and its unique place in the Commonwealth’s history and hospitality, said Eric Gregory, President of the Kentucky Distillers’ Association.

“Pour some Kentucky Bourbon and you’ll taste more than the world’s finest whiskey. You’ll sample the flavors of Kentucky,” he said. “There’s an experience and an adventure for everyone, from history to horses, arts and fine cuisine, nightlife, wildlife, sports and much more.”

The group unveiled the campaign at events in Clermont and Lexington – the start and finish of this weekend’s inaugural Bourbon Chase. More than 2,000 runners will race overnight through the legendary Kentucky Bourbon Trail® starting Friday morning and ending Saturday night.

Gregory pointed to the relay race, which sold out months in advance, as a perfect example of the skyrocketing Bourbon tourism industry that’s drawing hundreds of thousands of visitors from around the world.

“That’s why Team Bourbon was created,” he said. “Kentucky is the only place on earth where you can enjoy the true Bourbon experience. Once you get here, there are so many exciting places to visit and things to do. So we all decided to join forces and share our spirit.”

Team Bourbon members include:

- 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

The group's web site – www.kybourbonspirit.com – contains information and links on places to visit in each community along the Kentucky Bourbon Trail. Travelers can easily plan their trip and then upload pictures, tips and tales from their journey.

Gregory said more elements of the campaign will be unveiled soon.

“Kentucky Bourbon isn't just a drink. It's a way of life,” he said. “It's the spirit of fun, friendship, adventure, elegance and high-class hospitality. Let it lead you to Kentucky – and savor every sip.”

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NOTE: Official unveiling will be at 7 p.m. on Thursday, Oct. 8
Lexington Downtown Hotel (formerly the Radisson)
Bourbon Chase Welcome Reception

Team Bourbon representatives also will be the first ceremonial runners to start the Bourbon Chase at Jim Beam Distillery at 8 a.m. on Friday, Oct. 9

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Please enjoy Kentucky Bourbon responsibly.