The stories you tell happen here.
Purchase your 2016 Official Merchandise at KDF.ORG.

#KDF2016
Welcome to one of the world’s finest celebrations, the Kentucky Derby Festival. On behalf of the Board of Directors, staff, 4,000 volunteers and over 400 sponsors, it is our pleasure to welcome you to Louisville.

The Kentucky Derby Festival stretched the legendary “two minutes” into more than a month of fun for our community and 2016 marks our 61st Celebration. Started with a single parade, the Festival is now a whirlwind of more than 70 events and an annual rite of spring in this region. We hope you enjoy it!

With all of these events, there are many interesting and fun stories to share. There is something for everyone and kids of all ages. This media guide will give you a glimpse of them all. Please contact our press staff to assist with your efforts and make your job easier. If you are looking for a different angle on a story or need additional sources, we may be able to help.

We appreciate your interest and look forward to working with you. Good luck with your coverage! Remember, the stories you tell happen here.

Sincerely,

Michael E. Berry
KDF President & CEO

Wes Rutledge
2016 KDF Chair

CONTENTS

Contact Information . . . . . . . . . . . . . . 2
About KDF . . . . . . . . . . . . . . . . . . . . . . . 4
Media . . . . . . . . . . . . . . . . . . . . . . . . . 10
Events . . . . . . . . . . . . . . . . . . . . . . . . . 15
Thunder . . . . . . . . . . . . . . . . . . . . . . . . 23
BalloonFest . . . . . . . . . . . . . . . . . . . . . . . 35
Marathons . . . . . . . . . . . . . . . . . . . . . . 41
Parade . . . . . . . . . . . . . . . . . . . . . . . . . 61
Pegasus Pins . . . . . . . . . . . . . . . . . . . . . 67
People Behind KDF . . . . . . . . . . . . . . . . 70
2017 Festival Schedule . . . . . . . . . . . . . 74
WHOM TO CONTACT

KENTUCKY DERBY FESTIVAL PRESS OFFICE

Aimee Boyd (aboyd@kdf.org)
Cell: (502) 741-7442

Gary Stinson (gstinson@kdf.org)
Cell: (270) 287-1411

Or

Kentucky Derby Festival, Inc.
South Third Street
Louisville, KY 40203

Switchboard (502) 584-FEST
Toll Free (800) 928-FEST
FAX (502) 589-4674
Press Line: (502) 584-FEST ext. 3

ONLINE INFORMATION

The Festival’s website is an invaluable media tool. Information is available on every Kentucky Derby Festival event and updated daily in season. Press Releases are uploaded into the “Media” section of the site. Features also include opportunities to follow Festival through social media networks such as Facebook, Twitter, Instagram and YouTube.

kdf.org
SOCIAL NETWORKS

facebook.com/DerbyFest
@KyDerbyFestival
#KDF2016

ICON KEY

Events with Pegasus Pin® Admission

Events that require tickets

Events with concessions available

Media Coverage notes

Events with recycling and Green efforts
For 61 years, the Festival has brought a spirit that is unmatched anywhere. It has stretched the legendary “two minutes” into a month-long celebration. What the Run for the Roses is to horse racing, the Kentucky Derby Festival is to the community celebrations. It is one of the world’s premiere events.

The Festival is a private, not-for-profit organization. Founded in 1956 on a budget of $640 with one event — the Pegasus Parade — the annual civic celebration is now nearly 70 events and has a budget of over $6 million.

Attendance at Kentucky Derby Festival events exceeds 1.5 million annually.

Two-thirds of the events are free to the public, or free to Pegasus Sponsors wearing a plastic souvenir pin called a “Pegasus Pin.” (2016 is the 44th year for the pin).

The Kentucky Derby Festival operates under the direction of a 75-member Board of Directors and a full-time staff of 23. More than 4,000 volunteers are utilized to organize and produce the Festival’s nearly 70 events.

The 501 (C) 4 Festival raises all its funds privately. The Festival receives no tax dollars for event production. It is a self-sustaining business with its entire annual budget derived from corporate sponsorships, Pegasus Pin and merchandise sales, concessions proceeds, event ticket sales and entry fees.

The Festival works in harmony with other local organizations and agencies. The support of government and civic groups is an invaluable asset in the production of each Kentucky Derby Festival, from Thunder Over Louisville to the Republic Bank Pegasus Parade.

The Kentucky Derby Festival represents the spirit and pride of the community and showcases Louisville at its best.
IN THE INTEREST OF ACCURACY

IT’S REALLY NOT A “COMMITTEE.”

Though the Kentucky Derby Festival celebrates the tradition of the Kentucky Derby and more, it is not directly affiliated with the horse race and is a separate entity from Churchill Downs. References to the Festival, the events and merchandise should include the words “Kentucky Derby Festival” or “Festival” to be accurate (e.g., Kentucky Derby Festival Great Steamboat Race or Kentucky Derby Festival Poster.)

The Festival was founded in 1956 as a completely volunteer organization. It is now overseen by a Board of Directors and a professional, full-time-staff.

The organization is “Kentucky Derby Festival, Inc.” Though 4,000 volunteers serve on various committees to help produce the events, referring to the entire organization as the “Kentucky Derby Festival Committee” is an antiquated reference and does not accurately reflect the modern day Kentucky Derby Festival. The name, and a number of the event names, are registered with the Commonwealth of Kentucky and the United States Patent and Trademark Office.

NOTE: Not all events that exist in the city during “Derby” time are affiliated with the not-for-profit Kentucky Derby Festival.

Referring to any event that is not on the Festival schedule as a “Kentucky Derby Festival” event or using the Festival logo in a story with it is inaccurate and misleading to the public. Please refer to this guide if there is a question of Kentucky Derby Festival affiliation.
ABOUT KDF

KENTUCKY DERBY FESTIVAL MISSION

BRINGING THE COMMUNITY TOGETHER IN CELEBRATION.

To provide creative and unique entertainment and community service for the people of Greater Louisville, that directly contributes to the aesthetic, cultural, educational, charitable and economic development of the area.

KENTUCKY DERBY FESTIVAL FOUNDATION

To further the Festival’s mission, the Kentucky Derby Festival Foundation was founded in 1998. The Foundation, a 501 (C) 3 not-for-profit charity, receives and manages charitable contributions on behalf of the Kentucky Derby Festival, Inc., its supporters and the general public.

The Foundation perpetuates the community by developing projects that highlight the Festival’s influence on the area’s cultural heritage. It works to further the Festival’s educational and charitable mission through exhibitions and performances.
Current KDF Foundation projects:

- Production of the King Southern Bank Kentucky Derby Festival Foundation Pro-Am Golf Tournament with proceeds benefitting the Leukemia & Lymphoma Society.

- Production of the Academic Challenge and Student Art Contest.

- Provides $5,000 in educational scholarships annually to members of the Royal Court.

- Awarding of over $20,000 in savings bonds to top five finishers in the Ford Motor Company Kentucky Derby Festival Spelling Bee.

- Establishment of a permanent Festival heritage exhibit at the Kentucky Derby Museum.

- Establishment of a committee to help oversee the efforts of the Kentucky Derby Festival Marathon/miniMarathon presented by Walmart and Humana, which partners with over two dozen local and national charitable organizations to offer runners the opportunity to raise awareness and funds through the race and race website. Since the Charity Module was created in 2005, it has raised over $2,000,000.

COMMUNITY OUTREACH

When the Kentucky Derby Festival started with a parade in 1956, more than the mythical Pegasus image took flight. A new community spirit was born. The Festival remains committed to nurturing the spirit of service born in this community.

- Many non-profit organizations raise funds for community service programs or charities by producing events on the Festival schedule. On average, these events raise $300,000 annually for various causes. Among these are the Knights of Columbus, Dare to Care Food Bank, the Don Fightmaster Golf Outing for Exceptional Children and 100 Black Men.

- Many fellow non-profit organizations use the free entertainment of Thunder Over Louisville to host fundraising parties. For many, it is the largest fundraiser of the year.
Fans will see Green Teams and green efforts at many of the Kentucky Derby Festival’s events again in 2016, including Thunder Over Louisville, Kroger’s Fest-a-Ville, U.S. Bank Great Balloon Glow, Marathon/miniMarathon presented by Walmart and Humana, and the Republic Bank Pegasus Parade®. In addition, in 2016, the Derby Festival is proud to offer a zero-waste event at the Kentucky Proud WineFest.

Our events offer single-stream recycling, which allows all the accepted materials to go into the same container. No sorting is required and this method allows for a user-friendly, efficient process at Derby Festival events. With the help of Green Teams, Derby Festival has increased its collection of recyclable products significantly in recent years.

The Derby Festival’s Go Green! program, which is sponsored by LG&E, includes composting of inedible food waste; donation of edible food; use of compostable products; yellow grease recycling and on-site recycling.

Here are some ways you can “Go Green” with the Kentucky Derby Festival:

1. Use recycling bins at Festival events.
2. Ride your bike to Thunder and Kroger’s Fest-a-Ville.
3. Carpool to Kentucky Derby Festival events.
4. Join the Kentucky Derby Festival and purchase Green Energy for your home or office, visit www.lge-ku.com.
It is what the Kentucky Derby Festival is best known for... the fantastic events. Many local, regional and national businesses find event sponsorship with the Kentucky Derby Festival a successful means of gaining exposure for their product or service. Festival sponsorship also demonstrates commitment to the metro-community, and provides an opportunity for employees to get involved. The cost of sponsoring an event varies based upon the visibility and promotion a sponsor receives from its association with the event, as well as the magnitude of the event.

There are currently more than 400 organizations from small local businesses to international corporations that find the Kentucky Derby Festival a worthwhile investment. Representing half the Festival’s funding, they are vital to the success of the civic celebration. For a complete listing, visit KDF.org.

Kathy Sullivan created the Official and Limited Edition Posters of the 2016 Derby Festival. Her roots in art therapy contribute to her expressive art of vibrant colors and bold marks. Her work can be seen on the walls of Papa John’s Cardinal Stadium, the 2006 Woodford Reserve bottle, the walls of Humana Corporation, and throughout the pages of American Art Collector Magazine.

The 2016 Official Derby Festival Poster and entire line of Festival apparel and souvenirs are available online at KDF.org or at several retailers including Kroger, Walmart and Taste of Kentucky locations.

To order Official Kentucky Derby Festival posters or merchandise:
Call: 502-584-FEST     Visit: KDF.org
Kentucky Derby Festival Media Credentials and Passes allow easy access for media to cover most official Derby Festival events. Credentials are available for WORKING MEDIA ONLY and can be requested online at KDF.org/media.

Kentucky Derby Festival provides credentials and passes to members of working media, defined as those who are full-time paid employees or representatives of known and established media organizations, including newspapers, magazines, wire services, television stations, radio stations and websites.

Kentucky Derby Festival passes and credentials are non-transferrable and may not be duplicated or reproduced in any manner. Media may be asked to present photo identification to verify the validity of a pass or credential. Derby Festival reserves the right to revoke passes or credentials at any time. Derby Festival credentials should be worn at all times while on site at Derby Festival events.

Freelance journalists, photojournalists and videographers may receive media passes and/or credentials only if on specific assignment from a known and established media organization. In these instances, credential requests must be submitted by the assigning media outlet.

These events require special media accommodations or have restrictions:

KENTUCKY DERBY FESTIVAL BASKETBALL CLASSIC PRESENTED BY PAPA JOHN’S. Thursday, April 14, and Friday, April 15. Press Table or floor access for either night requires a Basketball Press Pass. Requests need to be made in advance. (Radio broadcast restrictions apply).

KENTUCKY DERBY FESTIVAL THEY’RE OFF!® LUNCHEON. Friday, April 22. General Derby Festival Media Badges allow access to the VIP Reception in the Galt House East. Special arrangements are made for photos and interviews with the Guest Speaker and are announced prior to the event. You may cover the luncheon, on a standing room only basis, after 11:30 AM in the Grand Ballroom.
KENTUCKY DERBY FESTIVAL OPENING CEREMONIES: THUNDER OVER LOUISVILLE. Saturday, April 23. General Derby Festival Media badges permit access along Downtown Riverfront, Belvedere, Indiana shorelines and VIP areas. WEBSITE: ThunderOverLouisville.org.

Credentials do not allow:

- The right to offer continuous live broadcast coverage of Thunder. The permitted event venue extends from Main Street to the Ohio River, between Campbell and 10th Streets.

- Ability to set up in RESTRICTED AREAS for any purpose. RESTRICTED AREAS include: the Second Street Bridge, Big Four Pedestrian Bridge, all fireworks barges, the Command Center, and the Belvedere TV area.

- Photographing from on top of buildings. This requires permission from the individual property owners.

- Parking and access for media vehicles. This is extremely limited within the event venue. Contact the Derby Festival Press Office for more information.

U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOON GLOW. Friday, April 29. Coverage is limited to taped or live coverage for reports in regularly scheduled news programming. (Continuous coverage is not permitted.)

U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOON RACES®. Thursday, April 28, Friday, April 29, and Saturday, April 30. Special Credentials are needed to ride in competing Hot Air Balloons. Requests should be made in advance with Kentucky Derby Festival Press Office. Space will be limited.

KENTUCKY DERBY FESTIVAL MARATHON/MINIMARATHON PRESENTED BY WALMART AND HUMANA. Saturday, April 30. Special credentials are required to be on the route and at the start and finish lines of the events. Requests should be made in advance with the Kentucky Derby Festival Press Office. Space will be limited. WEBSITE: DerbyFestivalMarathon.com.

GREAT STEAMBOAT RACE®. Wednesday, May 4. Tickets are required for the Belle of Louisville or Belle of Cincinnati. Requests should be made in advance with the Kentucky Derby Festival Press Office. Space is extremely limited. You will be notified by mail or e-mail if a ride is assigned and where you can pick up your credentials. All credentials can be picked up on the Wharf on Race Day.
CELEBRITY DAY AT THE DOWNS. Thursday, May 5. This event, held at Churchill Downs, requires both a General Derby Festival media badge and a Churchill Downs press pass. To request Churchill Downs press credentials, contact the Churchill Downs Press Office, (502) 636-4460.

REPUBLIC BANK KENTUCKY DERBY FESTIVAL PEGASUS PARADE®. Thursday, May 5. Kentucky Derby Festival media badges allow parade route access to facilitate coverage. Credentials do NOT allow:

- The right to offer continuous live broadcast coverage of the Parade. The Parade route extends for 1.7 miles along Broadway, from Campbell to 9th Streets.
- Ability to set up in the street for any purpose (e.g., setting up a tripod on Broadway), or entry into the “TV Zone” between Preston to Floyd Streets.
- Access to VIPs on the Parade Route once the event has started. Interviews with VIPs must be coordinated in advance so as not to affect the pacing and operation of the parade.
- Photographing from on top of buildings along Broadway. This requires permission from the Louisville Division of Police.
- Access to the VIP Room for celebrity interviews on Parade Day. Arrangements must be made with press office in advance.

BROADCAST GUIDELINES

Due to existing contractual agreements, there are restrictions on live broadcasts of some Festival events. No independent live broadcast of the events listed below, other than for news coverage purposes, is authorized or permitted. These include:

Kentucky Derby Festival Basketball Classic presented by Papa John’s. Exclusive radio rights — 99.7 DJX FM, B96.5 FM, Old School 105.1 (Alpha Media Louisville).

Republic Bank Kentucky Derby Festival Pegasus Parade®. Exclusive TV rights — WAVE3 News (NBC Affiliate).


FILMING OF KENTUCKY DERBY FESTIVAL EVENTS FOR PRIVATE SALE OR COMMERCIAL DISTRIBUTION REQUIRES PRIOR WRITTEN APPROVAL FROM KENTUCKY DERBY FESTIVAL, INC.

Kentucky Derby Festival credentials DO NOT provide access to Churchill Downs. Kentucky Derby Festival, Inc. is a separate entity from the Kentucky Derby and Churchill Downs, Inc. To request Churchill Downs press credentials, call (502) 636-4460.

WEATHER

Weather is always a factor with outdoor events. The Festival’s prime concern is safety in making decisions concerning cancellation or postponement. News organizations will receive any cancellation notices immediately from the Festival Press Office. Weather conditions, which might affect specific events:

THUNDER OVER LOUISVILLE FIREWORKS. Saturday, April 23. Winds in excess of 23 mph will disrupt patterns. Light rain will not affect the show, but a steady downpour could cause delay or cancellation. There is NO RAIN DATE.
• U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOON GLIMMER AND GLOW. Thursday, April 28 and Friday, April 29. Wind faster than 12 mph and rain will delay or cancel static luminary. The rain date for the Glow will be Saturday, April 30.

• U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOON RACES. Thursday, April 28, Friday, April 29 and Saturday, April 30. Wind faster than 12 mph, less than 3 miles visibility, clouds below 1,500 feet and rain will postpone launch. (There are four flight windows for these events — Friday morning, Saturday morning and afternoon, and Sunday morning. If the event is not held by Sunday morning, it is considered cancelled. In the event’s 44-year history, this has occurred six times.)

• KENTUCKY DERBY FESTIVAL MARATHON AND MINIMARATHON PRESENTED BY WALMART AND HUMANA. Saturday, April 30. Race has never been cancelled. Only severe weather conditions creating a potential danger, such as lightning, could cause delays or cancellation.

• GREAT STEAMBOAT RACE. Wednesday, May 4. High water could cancel race (generally over 20 feet on upper gauge at McAlpine Dam). River conditions have also postponed the race, as well as altered the course in the past.

• REPUBLIC BANK KENTUCKY DERBY FESTIVAL PEGASUS PARADE. Thursday, May 5. Rain will not stop the parade but may cause some participants to withdraw. Only a severe storm posing a hazard to participants or spectators would cause delay or cancellation. In high wind conditions — 18-20 mph — some balloons may not be able to do their full spin routine. Sustained wind speeds OVER 25 MPH will ground balloons.

Weather in the Ohio Valley in the spring can be very unpredictable. The average high for Louisville in April is 67 degrees and the normal low is 46 degrees. Past Derby days have seen anything from snow to 85 and sunny.
Now – Saturday, April 23

NORTON SPORTS HEALTH KENTUCKY DERBY FESTIVAL TRAINING PROGRAM

Saturday, March 5

FORD MOTOR COMPANY KENTUCKY DERBY FESTIVAL SPELLING BEE.

The Spelling Bee is one of the Festival’s most notable and far-reaching events. This is the finals for the statewide competition (and Southern Indiana counties). The overall champion receives the John & Joan Murphy Memorial Scholarship (a $10,000 U.S. Series E savings bond), the second place finisher receives the Barbara Cox Memorial Scholarship, a $5,000 savings bond, third place receives a $3,000 savings bond, fourth place $1,500 and fifth place $1,000. The prize money is provided by the Kentucky Derby Festival Foundation – the Kentucky Derby Festival’s charitable arm.

MEDIA QUICK FACTS:
Tara Singh, a sixth grader at Louisville Classical Academy in Louisville, KY, won her first Ford Motor Company Kentucky Derby Festival Spelling Bee. Singh correctly spelled “eponym” to win the statewide competition, beating out 61 other contestants. Singh was the 2015 runner-up, and 2016 was her third time competing in the Derby Festival Spelling Bee.
Tuesday, March 29

KENTUCKY DERBY FESTIVAL FOUNDATION STUDENT ART CONTEST PRESENTED BY THE FILLIES, INC.
Awards ceremony for students in grades K-12 participating in the Kentucky Derby Festival Foundation’s Student Art Contest. Sponsor: The Fillies Inc. Media Sponsor: ArtxFM. A Kentucky Derby Festival Foundation Event.

MEDIA QUICK FACTS:
This is the 40th year of the art contest. It began in 1977.
The 1st Place winners in each division receive a framed Kentucky Derby Festival Poster and appear in the Republic Bank Pegasus Parade.

Coverage Note: This event can be covered May 3 at the Republic Bank Pegasus Parade Preview Party as a display.

Thursday, March 31

MACY’S KENTUCKY DERBY FESTIVAL SPRING FASHION SHOW
The Macy’s Kentucky Derby Festival Spring Fashion Show, themed “Dreamscapes” showcased the latest spring fashions at Horseshoe Southern Indiana. The event offered dinner and show tickets, as well as lounge seating. Christine Fellingham, Courier-Journal Fashion Editor and Her Scene Editor, produced the show.
First produced in 1990, the KDF Fashion Show was originally conceived as a venue for unveiling the new Board of Director’s uniform, the teal Pegasus jacket. It was so successful, the Board of Directors decided to make it a permanent addition to the Festival Schedule.
Thursday, April 14

HORSESHOE FOUNDATION KENTUCKY DERBY FESTIVAL NIGHT OF THE FUTURE STARS®.


Friday, April 15

KENTUCKY DERBY FESTIVAL BASKETBALL CLASSIC PRESENTED BY PAPA JOHN’S.


MEDIA QUICK FACTS:

Event began in 1973. This is the 43rd game.

*The event was cancelled in 1983 due to NCAA rules changes for high-school all-star games. It is the oldest continuously-held high school all-star game in the nation.

Two game records were set in 1987: more than $78,000 was raised for charity and an attendance of 19,041 made it the most highly attended all-star game in the Festival’s history.

In the past, players such as Jamal Mashburn, Moses Malone, Rex Chapman, Pervis Ellison, Isiah Thomas, Dominique Wilkins, Darrell Griffith, Derek Anderson, Anfernee Hardaway, Michael Beasley, Quentin Richardson, Zach Randolph, Jared Jeffries, Deron Williams and Francisco Garcia have starred in the Classic.
Coverage Note: Press table seats or floor passes required for working media. Please see page 10 for information on requesting credentials.

Saturday, April 16 – Sunday, April 24

MULTI-DAY EVENT

GIVE A DAY: MAYOR’S WEEK OF SERVICE.
City wide week of volunteering to help others. Help make Louisville the most compassionate city in the world. Metro United Way, Jefferson County Public Schools, Brightside, Humana and ComputerShare are among the groups planning to pitch in to try and set a new record for the most people participating in a public service activity. Individuals, companies and groups can volunteer online at MyGiveADay.com. Agencies and organizations can also post their projects needing volunteers on that same website.

Saturday, April 16

THE FILLIES DERBY BALL.
Cocktails 6:30 PM. Call to the Post 7:15 PM. Queen’s Coronation 7:30 PM. Dinner 8:00 PM. Dancing 9:00 PM - 1:00 AM. NEW LOCATION: Louisville Marriott Downtown. Entertainment by Music City Sound.
Tickets $175 each, VIP Table of 10 is $2,500, includes dinner and dancing.

A gala evening fit for a Queen, The Fillies Derby Ball is a grand affair representing the tradition of Southern Hospitality.
The Grand Coronation will select the Festival Queen and three people will become Knights or Dames of the Court of Pegasus for their service to the Festival and the community.

2016 Dame – Trish Osborn
2016 Dame – Suanne Sanders
2016 Knight – Brian Merkley

The Kentucky Derby Festival Queen is chosen by the traditional spin-of-the-wheel, performed by the 2016 Fillies President Linda Miller. The 2016 Queen will reign over the activities until a new Queen is crowned.

The list of past Kentucky Derby Festival Princesses is an impressive array of business professionals, doctors, attorneys, community leaders and teachers. It includes former Kentucky Governor Martha Layne Collins, 1989 Kentucky Derby Festival Poster Artist Page Penna, the late Gail Gorski Schlicht, the first female pilot ever hired by United Airlines, 2004 Miss Kentucky, Maria Maldonado, and 2016 Miss Kentucky USA Kyle Hornback. Many past Princesses cite their Festival experience as giving them the confidence and initiative to help pursue their careers.

Coverage Note: The Queen will be crowned at 7:30 PM. Cameras and flash are permitted in the ballroom. For a complete list of past Kentucky Derby Festival Queens, visit KDF.org

MEDIA QUICK FACTS:

This is the Official Derby Ball.

The Queen and Court reign over the nearly 70 Kentucky Derby Festival events as well as the Kentucky Derby. There is no other royal court.

The most notable Derby Festival Queen is former Governor of Kentucky, Martha Layne Collins, crowned in 1959.

When not in use, the Queen’s robe and crown are on display at the Kentucky Derby Museum.

The Queen’s first official duty is to induct new Knights or Dames into the Court of Pegasus.
Thursday, April 21 – Sunday, May 1

MULTI-DAY EVENT

STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTEST™


Each shot costs only $1. Get 5 free golf balls with a purchase of a 2016 Pegasus Pin® at the event.

Each day, ten people will qualify to advance to the Semi-Finals held at the Seneca Park Driving Range, Sunday, May 1 at 6 PM. All Hole-in-One qualifiers will go directly to the Finals at Seneca Golf Course, Hole #8 on Tuesday, May 3. All others who qualified will advance to the Semi-Finals and will be given 3 shots to try to proceed on to the Finals. (Those who will proceed to the Finals are those hitting closest to the hole, filling the remaining spaces of the 56 total Finalist positions.)

FINALS: Tuesday, May 3, at Seneca Golf Course Hole # 8 at 6 PM. Men finalist get one shot at the green set up 150 yards away, and women finalist 135 yards away. If any finalist hits a hole-in-one, they win $1 million paid out as a 20-year annuity. If there is no hole-in-one at finals, the closest to the hole will receive $5,000.
MEDIA QUICK FACTS:

Event started in 1990.

In 2015, Jeff Clark of Louisville came closest to the pin, hitting his tee shot 3 feet and 10 and a half inches from the cup.

Alex Mantanona of Louisville holds the record for the event. He came the closest to the pin in 2011, hitting his tee shot just ten-and-one-half inches from the cup.

No million dollar winner in event’s history.

A past 1st place winner (without the million) was retired UofL Coach Denny Crum.

Friday, April 22

KENTUCKY DERBY FESTIVAL THEY’RE OFF!® LUNCHEON.


Celebrity Speaker: Kenny Mayne

The featured speaker this year is ESPN’s Kenny Mayne. Since 1994, Mayne has been an anchor and contributor to ESPN starting on the 1 a.m. SportsCenter. In his work as an anchor and reporter, Mayne has become well known for his offbeat style, dry humor, and unique sayings (“thanks for having electricity”) and home run calls (“I am amused by the simplicity of this game!”). His popular “The Mayne Event” segments on Sunday NFL Countdown highlighted his creativity and deadpan delivery that has distinguished his career’s work. A native of Kent,
Washington, Mayne attended Wenatchee Valley Community College, where he was an honorable mention junior college All-American quarterback in 1978. He graduated from University of Nevada-Las Vegas in 1982 with a Bachelor of Arts degree in broadcasting. While at UNLV, Mayne played football for two years and later signed as a free agent with the Seattle Seahawks. In 2006, he competed on ABC’s Dancing with the Stars.

Coverage Note: For a complete list of They’re Off! Luncheon Past Speakers, visit KDF.org.

**MEDIA QUICK FACTS:**

Event Started in 1957 – 60th Annual.

The event is the second-oldest continuously held event on the Festival schedule. The Pegasus Parade® was the first event in 1956. In the early years, the luncheon was held at the Armory with hot dogs, peanuts and beer.

The tradition of a guest speaker was included in 1974.

The luncheon was the first official event held in the Galt House Hotel when it was ready for service in 1972. Guests wore hard hats and ate box lunches.

The concept for the Breeder’s Cup was introduced by John Gaines at the event in 1982.

Highlights of the event include the presentation of the Kentucky Derby Festival’s Active Heroes Volunteer of the Year Award (Kay Russell) and the Fifth Third Bank Silver Horseshoe Award (West Louisville Performing Arts Academy) for service to the community.
Saturday, April 23

**KENTUCKY DERBY FESTIVAL OPENING CEREMONIES: THUNDER OVER LOUISVILLE®.**


FoodFest and Ford’s Thunder On the Ground open at 11:00 AM, Airshow at 3:00 PM, fireworks at 9:30 PM. Downtown Louisville Riverfront, Waterfront Park, River Road and Southern Indiana shoreline.

All-day live coverage on WDRB TV and 106.9 PLAY. Event programs distributed April 23 by The Courier-Journal. Featuring the Thunder Chow Wagon at Waterfront Park. Admission is free with a 2016 Pegasus Pin. (Open 11AM - 11PM. NO TENTS, STAKES, TAPE OR PETS.)

Meijer Family Fun Zone on the Belvedere. Admission is free with a 2016 Pegasus Pin®. (Open 11AM - 11PM. NO TENTS, STAKES, TAPE OR PETS.) North Great Lawn area opens at 9 AM. Admission is free with a 2016 Pegasus Pin®. (NO TENTS, STAKES, TAPE OR PETS.) ThunderOverLouisville.org.

The show will feature the latest in pyrotechnic power from Zambelli Internationale, America’s “first family of fireworks.” Six total barges (that are 100-foot open top each) assemble on both sides of the 2nd Street Bridge to form the stage from which the fireworks spectacular ignites.
MEDIA QUICK FACTS:

Theme: “No Strings Attached”
For a complete list of past Thunder Themes, visit ThunderOverLouisville.org.

Thunder Soundtrack: Thunder’s fireworks show is choreographed to an original soundtrack each year. The 2016 soundtrack was recorded by the Louisville Orchestra, under the direction of Teddy Abrams, and includes over 40 well-known works by composers like Holst, Beethoven, Tchaikovsky and Mozart, as well as some favorites from Katy Perry, My Morning Jacket, Metallica, and Michael Jackson.


Average Attendance:
Due to the viewing scope of the event, it is impossible to give an accurate estimate on the crowd.

Spectators gather on both shores of the Ohio River, local parks, downtown buildings and boats. Past “guess-timates” have been 300-800 thousand, depending on the weather.

Economic Impact: $56 Million

Show Budget: By policy, the Festival does not disclose actual event budgets or sponsorship amounts to protect vendor and sponsor relationships. However, the Thunder show has an estimated value of $1 million with actual costs varying each year due to available funding. Many vendors donate a portion of their services in trade arrangements. It is the Festival’s largest production.

Show Funding: Corporate sponsorships comprise the largest portion of the show’s funding, in addition to donations from Thunder Funders – a grassroots community investment campaign.

Aircraft: This year’s air show will be packed with both military and civilian air acts. One of the highlights includes the U. S. Navy’s Leapfrogs, who will perform a parachute
demonstration. The Kentucky Air National Guard also returns to Thunder with their C-130. Other acts in this year’s line-up include Trojan Horseman T-28 demo team, Billy Werth, Kate Kyer, among others.

**Thunderpots:** A funny name for a show necessity, hundreds of port-o-lets are imported from 17 surrounding states for the region’s largest event.

**Fireworks:** One of the largest annual fireworks shows in North America, Thunder Over Louisville delivers in pyrotechnic prowess. The spectacular show will feature the latest in pyrotechnic technology with product from fireworks manufacturers from around the globe, all choreographed to a show-stopping musical score.

Zambelli Internationale, America’s “first family of fireworks,” returns to present the evening entertainment, including Thunder’s signature... a half mile-long fireworks waterfall fired off the 2nd Street Bridge.

**THUNDER VIEWING**

The show is so massive that it can be seen from almost anywhere. The Meijer Family Fun Zone on the West Belvedere, Chow Wagon in Waterfront Park and North Great Lawn areas all provide fabulous vantage points with additional entertainment, and a live broadcast of the Thunder Sound System. Admission is free with a 2016 Pegasus Pin. Viewing along River Road is always a popular place. Public viewing on the Indiana side is limited due to mainly privately-owned areas, but attendees often go to Ashland Park in Clarksville or Riverstage in Jeffersonville.

NO TENTS, STAKES, TAPE OR PETS ALLOWED IN ANY OF THE EVENT AREAS.

For a full release on the Opening Ceremonies, contact the Festival Press Office or visit ThunderOverLouisville.org.
2016 Kentucky Derby Festival®

THUNDER OVER LOUISVILLE®

April 23, 2016 | 11 AM - 11 PM
3 PM | AIRSHOW | 9:30 PM | FIREWORKS

LOUISVILLE, KENTUCKY SIDE
THUNDER OVER LOUISVILLE®
April 23, 2016 | 11 AM - 11 PM
3 PM | AIRSHOW | 9:30 PM | FIREWORKS

INDIANA SHORELINE
EVENTS

Saturday, April 23 –
Sunday, May 1

MULTI-DAY EVENT

KENTUCKY DERBY FESTIVAL VOLLEYBALL CLASSIC.
Contributing Sponsors: ASICS, Hyatt Regency Louisville and Mikasa. Media Sponsor: 98.9 Radio Now. For more information call The Volleyball Connection/Tandem Sports (502) 582-3530.

Sand Divisions at Baxter Jacks
April 23 and 24: 9 AM - 9 PM and April 30 and May 1: 9 AM - 9 PM

Grass Divisions at Seneca Park at the Tennis Courts
April 30 and May 1: 9 AM - 6 PM

With 300 teams from 15 states expected to compete, this is one of the country’s largest outdoor volleyball tournament. It promotes all levels of play and forms of competition — doubles, trips, quads, and six person — on both sand and grass.

MEDIA QUICK FACTS:

Event started in 1989, 2016 is the 28th Anniversary of the event.

One of the nation’s largest outdoor volleyball tournaments.

Average annual attendance is 10,000.

Sunday, April 24

KIDS’ DAY AT STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTESTSM.

**Monday, April 25**

**FIRST RESPONDERS AND VETERANS DAY AT STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTEST℠.**


**KING SOUTHERN BANK KENTUCKY DERBY FESTIVAL FOUNDATION PRO-AM GOLF TOURNAMENT.**


**Tuesday, April 26**

**LADIES DAY AT STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTEST℠.**


**KENTUCKY DERBY FESTIVAL “TASTE OF DERBY FESTIVAL.”**

5:30 PM - 8:30 PM. Louisville Slugger Field. Tickets $80. Coordinated by Dare to Care Food Bank. All proceeds to benefit Dare to Care. Features exquisite fare from over 65 of Louisville’s finest restaurants and beverage companies. Bourbon tasting, Bloody Mary contest, wine tasting and a silent auction. Sponsor: Brown-Forman Corporation. Media Sponsor: 840 WHAS. For more information call (502) 966-3821.
Thursday, April 28 – Friday, April 29

MULTI-DAY EVENT

DELTA DENTAL KENTUCKY DERBY FESTIVAL RACE EXPO.
Kentucky International Convention Center Hall 2C. Two-day Expo where you can see the latest running gear, get nutritional advice, pre-race running tips and pick up your race packet for Kentucky Derby Festival Marathon/miniMarathon®, miniFun Run and PNC Tour de Lou. Sponsor: Delta Dental of Kentucky. Media Sponsor: 99.7 DJX. Official Bourbon: Jim Beam®.
Thursday: 4 PM - 8 PM. Expo and Packet Pickup.
Friday: 11 AM - 9 PM. Expo and Packet Pickup.

RUNNING WILD PASTA PARTY.
5:30 PM - 8:30 PM. Tickets for Pasta dinner: $20. For tickets call (502) 584-FEST. Contributing Sponsors: Jim Beam® and Sysco.
A Variety of exhibitors display the latest in fitness and active wear. Held since 1986, the Expo is where Kentucky Derby Festival Marathon and miniMarathon runners and their friends feast on a pasta meal full of carbohydrates on the eve of race day.

For those runners who missed the registration deadline, 250 charity bibs at $125 each will be available for purchase at the Expo starting at 4:00 PM on Thursday, April 28, at the Kentucky International Convention Center. Once the bibs are sold, no further registration will be available. All proceeds benefit the Kentucky Derby Festival Foundation.

Coverage Note: This is a good event to cover pre-race stories and interview runners on the eve of the miniMarathon and Marathon.

JIM BEAM® CAPTURES TIME IN A BOTTLE
Jim Beam® is the new Official Bourbon of this year’s Race Expo and Packet Pick-up. Before the race, runners can stop by the Jim Beam Bar at the Race Expo on April 28 or 29 and sample some of Jim Beam’s top brands. After the race, participants can take their race bibs to the Jim Beam Urban Stillhouse at Fourth Street LIVE! to receive a free engraving of their official race time (complete with the official race logo). The free engraving comes with purchase of a Jim Beam Urban Stillhouse Select bottle. As part of the experience, runners will also be able to hand label, fill and cork their own bottle. Runners can visit the Urban Stillhouse until May 15th to get the engraving.
MULTI-DAY EVENT
KROGER’S FEST-A-VILLE ON THE WATERFRONT.

Open Daily 11 AM - 11 PM, except Sunday 12 PM - 11 PM.
Waterfront Park. ULTIMATE ENTERTAINMENT EXPERIENCE featuring the Waterfront Jam with national talent, family fun, food, kids’ inflatable playground, midway rides and more. Happy Hour Weekdays 4 - 6 PM, $2 Beers. Admission is free with a 2016 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED). Sponsor: Kroger. Contributing Sponsor: Miller Lite.

Fest-a-Ville on the Waterfront returns for its tenth year in 2016. Sponsored by Kroger, the party starts on the Great Lawn on Thursday, April 28 and runs through Derby Eve, Friday May 6. It promises to have something for everyone — and admission is free with a 2016 Pegasus Pin®.

The 900,000-square-foot venue will host several Festival events including the U.S. Bank Great Balloon Glimmer, Battle of the Bounce, Chow Wagon, Zumba® Fitness Party, Ohio Valley Wrestling Run for the Ropes, Passport Health Plan GospelFest, Splat Out Cancer, HappyTail Hour, Ken-Ducky Derby, miniFun Run presented by Humana, BeerFest presented by American Founders Bank and the awards presentation for the Great Steamboat Race, among others.

Fest-a-Ville also offers a wide variety of activities for children, including an expanded midway-area and attractions at Pegasus Play-Ville such as a ferris wheel, merry-go-round, a giant slide and much more. Helicopter rides return this year for $40 (Friday - Friday).
## EVENT SCHEDULE

### THURSDAY, APRIL 28
- 12 PM  | Opening Ceremony/Ribbon Cutting
- 7 PM   | Kentucky Salsa Allstars on Great Stage
- 8:30 PM| U.S. Bank Balloon Glimmer

### FRIDAY, APRIL 29
- 12 PM  | Neigh-maste on the Waterfront
- 6 PM   | Ohio Valley Wrestling Run for the Ropes
- 8 PM   | EASTON CORBIN with GRANGER SMITH feat. EARL DIBBLES JR.

### SATURDAY, APRIL 30
- 7:30 AM | Marathon/miniMarathon® Runner’s Reunite
- 4 PM   | Ken-Ducky Derby
- 5 PM   | Zumba® Fitness Party
- 9 PM   | MAGIC!

### SUNDAY, MAY 1
- 1 PM   | Mascot Party
- 2 PM   | Republic Bank Pegasus Parade Inflatable Rehearsal
- 2-7 PM | Passport Health Plan GospelFest℠
- 4 PM   | miniFun Run℠ Presented by Humana.
- 5 PM   | Celebration Sunday featuring MATT MAHER with JOHN TIBBS and HANNAH KERR

### MONDAY, MAY 2
- 5 - 9 PM | HappyTail Hour
- 6 - 9 PM | Hot Brown Smackdown on Great Stage

### TUESDAY, MAY 3
- 8 PM   | DOUG E. FRESH AND SLICK RICK
WEDNESDAY, MAY 4
11 AM       Battle of the Bounce
11 AM - 9 PM Splat Out Cancer
4:30 PM     2nd Marine Division Band
5 PM        BeerFest Presented by American Founders Bank
6 PM        Great Steamboat Race®
8 PM        WFPK Presents THE BRIGHT LIGHT SOCIAL HOUR with special guest VESSEL
8 PM        Antler Presentation on Chow Wagon® Stage

THURSDAY, MAY 5
9 PM        COLD WAR KIDS

FRIDAY, MAY 6
11 AM - 4 PM Military Day – Military Personnel receive free admission with Military ID
12 PM       U.S. Fleet Forces Band, Four Star Edition
2 PM        U.S. Navy Fleet Forces Brass Band, Navigators
9 PM        AUDIEN

DAILY ACTIVITIES:
Chow Wagon – featuring food and beer
Drake’s by the River - a full-service bar
Happy Hour  I  Weekdays  I  4 - 6 PM  I  $2 Beers
Helicopter Rides  I  Friday - Friday
NeXtreme Knockerball  I  Daily  I  4 - 11 PM
Pegasus Play-Ville – featuring midway rides and inflatables
From the opening day ribbon-cutting to Derby Eve, Fest-a-Ville will be the downtown destination at Kentucky Derby Festival time. For more information, log on to the Festival’s website at KDF.org.

**MEDIA QUICK FACTS:**

Event started in 2007 – 10th annual.

Average annual attendance – 175,000 (including Chow Wagon crowd).

**Coverage Note:** There will be an official opening ceremony at 12:00 PM on Thursday, April 28, inside the Fest-a-Ville front gate.

**KENTUCKY DERBY FESTIVAL CHOW WAGON.**


Just inside Kroger’s Fest-a-Ville on the Waterfront, the Chow Wagon returns in 2016, offering the traditional cuisine and attractions its patrons have come to expect. Great food, drink and live music will be offered for the nine-day run of the Chow Wagon, which opens on Thursday, April 28, and runs through Friday, May 6.

Enjoy live music on the Miller Lite Music Stage as part of the Waterfront Jam. There will be daily live local and regional music acts, including R&B, rock, country, blues, reggae, bluegrass and perennial favorites such as the Velcro Pygmies, V-Groove and JD Shelburne.

Kick back and relax at one of the bars, including Drake’s by the River, or try some of the Chow Wagon fare; from turkey legs and Italian sausages to corn dogs and elephant ears, there is something to please everyone. Local and regional bands perform daily for free with a 2016 Pegasus Pin® available at the venue. Chowing down at the Chow Wagon is a must for everyone celebrating the Festival.
MEDIA QUICK FACTS:

Event started in 1972 – 44th annual.

Began in 1972 when Philip Morris USA brought its Marlboro Chuckwagon mobile kitchen to Louisville for a Derby breakfast. In 1976, the Festival assumed control of the event and renamed it “Chow Wagon”. The first Chow Wagon was held where the Kentucky Center for the Arts now stands.

Once held in various and multiple locations throughout the city, there is now one mega-location on the Waterfront in Festival Plaza.

Thursday, April 28 – Saturday, April 30

U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOONFEST.


8:30 PM. – U.S. Bank Kentucky Derby Festival Great Balloon Glimmer. Kroger’s Fest-a-Ville on the Waterfront. Media Sponsor: 106.9 PLAY.


Without a doubt, nothing can match this exhilarating view of colors and shapes filling the morning sky. New in 2016, the Festival has added the U.S. Bank Great Balloon Charity Race at Bowman Field on Thursday morning. Local celebrities will compete for a chance to win $1,000 for the charity of their choice, donated by the KDF Foundation. On Friday morning, the full field of balloons will launch from Bowman Field for a race during drive time. The race will feature the traditional Hare and Hound format.

Dozens of hot-air balloons will chase the “Hare” balloon, U.S. Bank, for their shot at victory. The “Hounds” try to drop a bag of bluegrass seed closest to the target. The Saturday morning race will also be at Bowman Field. (Please note: the balloon race format and tasks could change pending weather the day of the event. Contact the KDF Press Office for more information before each race.)

The overall purse is worth $7,500 for pilots as they seek to win one of the country’s most prestigious balloon competitions. The overall winner also receives complimentary entry, for the corporate entrant, in the 2017 U.S. Bank Kentucky Derby Festival Great BalloonFest.

Coverage Note: The Overall Winner will be announced at the Awards Luncheon following the Saturday Race. For a complete list of U.S. Bank Great Balloon Race Past Winners, visit KDF.org.

Special credentials are required to fly in a balloon and must be requested in advance. No station vehicles are permitted on the launch field.
2016 U.S. Bank Kentucky Derby Festival

GREAT BALLOONFEST

April 28 - 30, 2016

Lift Off at 7 AM

BOWMAN FIELD

– U.S. BANK GREAT BALLOON RUSH-HOUR RACE
– U.S. BANK GREAT BALLOON RACE®

KENTUCKY EXPOSITION CENTER

– U.S. BANK GREAT BALLOON GLOW
**MEDIA QUICK FACTS:**

This is the 44th year for the Great Balloon Race that began with 8 balloons launching from Iroquois Park in 1973. The event moved to the Kentucky Exposition Center in 1975 and was held there until moving to Bowman Field in 2011.

Wind faster than 12 mph, less than 3 miles visibility, clouds below 1,500 feet or rain will postpone launch.

The race has four flight opportunities (or “contingency windows”) to get both races off the ground – Friday morning, Saturday morning and afternoon, and Sunday morning. If the event is not held by Sunday morning, it is considered cancelled. In the event’s 44 year history, this has occurred six times.

Though not the largest race in the country, the U.S. Bank Kentucky Derby Festival Great Balloon Race is one of the most prestigious, often receiving broadcast coverage in the top ten markets. (For comparison, the annual Albuquerque International Balloon Fiesta has 500 balloons.)

Local pilot Mike Ehrler set two event records. In 2001, he became the oldest winner at 78. He broke that record in 2002, at age 79 and also became the first 3-time champion. 2014 was his 40th consecutive (and final) year to participate in the event.

A local ballooning family set two records in 2005. Four members of the Donner family piloted balloons, including a father, two sons and an uncle. Plus, 20-year-old Nick Donner became the youngest pilot to win the longstanding Kentucky Derby Festival tradition. He was just 1 ft. 3 inches from the target.

In 2005, a replica of the world’s first hot-air balloon (flown in 1783 by the Montgolfier brothers near Paris, France) made its international debut here.

For details on these and other interesting race angles, call the Kentucky Derby Festival Press Office at (502) 584-FEST.
EVENTS
BALLOONFEST

For those of you who are not up in time for the Balloon Races, there are the Glimmer or Glow events the following night at the Kentucky Exposition Center. The Glimmer is held Thursday night at Kroger’s Fest-A-Ville on the Waterfront with more than a dozen balloons glowing against the skyline. The hot-air balloons appear to “glow” as they fire their propane burners to inflate the balloon envelopes against the darkness of the night sky.

Coverage Note: Plan on arriving early to cover the glow on Friday night, Gates open at 6 PM. Crowds often file in by 7 PM. No station vehicles are permitted on the launch field. Stations planning live coverage for late night news need to have live trucks parked by 6:30 PM.

The Glow is broadcast live by WLKY TV on METV Louisville 32.2. Other news crews will be accommodated for news coverage of the event. Live coverage will be permitted on the field for morning shows, 11:30 AM, Noon, 4 PM, 5 PM, 5:30 PM and 6 PM newcasts.

MEDIA QUICK FACTS:

This event originated in 1993 in response to several years of bad weather for the race. The Glow was added to give balloonists a chance for crowd and media exposure if the weather did not permit the race the next morning.

It has nearly surpassed the race itself in popularity with average annual attendance of 55,000.

The event has been cancelled twice in its 24 year history. The Glow will be rescheduled for Saturday night, should weather postpone it.
Friday, April 29

U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOONFEST POSITION DRAWING.
12 PM. Brown & Williamson Club at Papa John’s Cardinal Stadium. Awards ceremony for Friday race and hot air balloon pilots draw for position in the Friday night event — the U.S. Bank Great Balloon Glow.

Coverage Note: Great location for pre-race reporting, pilot interviews and livestreams.

KENTUCKY DERBY FESTIVAL OHIO VALLEY WRESTLING RUN FOR THE ROPES.
6 PM - 7:30PM. Kroger’s Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2016 Pegasus Pin®. Special meet-and-greet with OVW stars at 5 p.m., followed by six big matches, including a special “all-for-one, and 1-for-all,” over the top rope Battle Royal. For more information call (502) 759-7665. Presented by Ohio Valley Wrestling. Media Sponsor: 1450 AM The Sports Buzz. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

EASTON CORBIN WITH SPECIAL GUEST GRANGER SMITH FEAT. EARL DIBBLES, JR. AT WATERFRONT JAM.
8 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Media Sponsor: 97.5 WAMZ (FOOD, DRINK AND PETS ARE NOT PERMITTED.)
KENTUCKY DERBY FESTIVAL MARATHON/
MINIMARATHON® PRESENTED BY WALMART AND
HUMANA.

7:30 AM. Main and Brook Streets start via 13.1
mile route or 26.2 mile route to Preston
& Witherspoon Streets finish. Free for
spectators. Entry fees and registration info
at DerbyFestivalMarathon.com. Sponsors:
Walmart and Humana. Official Race Medical
Partner: Norton Sports Health. Contributing
Sponsors: BB&T, Churchill Downs, Louisville
Water Company, Powerade, The Courier-Journal,
and TruMoo. Supporting Sponsors: Barefoot Bubbly and Oxmoor Toyota.

43RD ANNUAL MINIMARATHON

Kentucky’s most prestigious road race attracts runners from across the U.S.
Encouragement from thousands of spectators keep runners and wheelchair racers
pushing to the finish line. The Team Challenge enables companies to enter five co-
workers to compete against other company teams. The race is a test of personal
achievement for thousands and a family event for those who come out to cheer.

Runners will once again follow a loop course, with a start and finish in downtown
Louisville. Runners will start at Main and Brook Streets and finish just outside the
entrance to Kroger’s Fest-a-Ville venue at Preston and Witherspoon Streets. The
course showcases the unique architecture on Main Street, including the Museum
Row attractions. Runners will still run a lap inside the infield at Churchill Downs
racetrack and will pass by Central Park and the St. James Court neighborhood.
The Runner Reunite area on the South Great Lawn at Waterfront Park will open to the public at 7:30 AM that morning. The area will feature a variety of food concessions, Michelob Ultra Village, live entertainment, activities.

Coverage Note: There will be a special media area at the Finish Line that winners will be escorted to for all interviews to be conducted at one time. Please be patient as runners are collecting themselves after running 13.1 or 26.2 miles. A finish line credential is required for access. No media coverage permitted in medical areas.

For a complete list of past miniMarathon winners, visit DerbyFestivalMarathon.com.

MEDIA QUICK FACTS:

The 1974 miniMarathon was Kentucky’s first road race with 301 runners. This is the 43rd miniMarathon.

Combined entries for both the Kentucky Derby Festival Marathon and miniMarathon are capped at 18,000 runners – setting the stage for the largest annual day of road racing in Kentucky history.

Course Records:
Women’s Division: 2015 Askale Merachi – 1:12:08
Men’s Division: 2015 Elisha Barno – 1:01:44
Wheelchair Division: 2014 Aaron Pike – 48:52

The mini is in the top of half-marathons in the country.

Previously held on other days of the week in its infancy, the race has never been cancelled.

Waterstops are also good locations for spectator interviews. There are 16 along the route. See the race website for locations at DerbyFestivalMarathon.com.

Charity Module: Many of the participants are running for a cause. Both races have a system in place on the website to allow runners to raise awareness and funds for local and national charities. The 2016 event will be utilized by more than 30 official charity partners. Since the Charity Module was created in 2005, it has raised over $2,000,000. The charity module is available by registering online at DerbyFestivalMarathon.com.
The Kentucky Derby Foundation’s official cause partners for 2016 are: Active Heroes, Inc., Alliance for a Healthier Generation, ALSAC/St. Jude Children’s Research Hospital, Alzheimer’s Association, American Printing House for the Blind, Boys & Girls Clubs of Kentuckiana, Boys & Girls Haven, Bridgehaven Mental Health Services, Catholic Charities of Louisville — Human Trafficking Program, Colon Cancer Prevention Project, Crohn’s and Colitis Foundation of America, Cure SMA, Families for Effective Autism Treatment (FEAT), Family and Children’s Place, Family Scholar House, Gilda’s Club, Girls on the Run Louisville, Hope Scarves, House of Ruth, James Graham Brown Cancer Center, Juvenile Diabetes Research Foundation, Kentucky Animal Relief Fund, Kentucky Hemophilia Foundation, Leukemia & Lymphoma Society, Ms. Wheelchair Kentucky — Walking to Wheeling, Noah’s Styling for UofL Pediatric Oncology Clinic, Orphan Care Alliance Center, Parkinson Support Center, Ronald McDonald House Charities of Kentuckiana, Summit Academy, Teach for America, The Shamrock Pet Foundation, and Twisted Pink.

**Time Tracking:** Family and friends can track the progress of individual runners in both races in real-time with timing updates that can found online at DerbyFestivalMarathon.com. Runners’ split times will be recorded as they pass the 10-, 15-, 25- and 30-K markers and posted to the Kentucky Derby Festival Marathon website. Runners can be tracked by logging on to DerbyFestivalMarathon.com and entering the competitor’s name or bib number.

**Pace Team:** Marathon and miniMarathon runners seeking to record a personal-best time or maintain a particular pace can join the ASICS Pace Team. A dozen pace runners will take part in the race, with Pace Team members maintaining paces ranging from approximately 3:20 to six hours. (miniMarathon runners will leave the pace teams as they reach 4th and Breckinridge.) Pace Team participants can pick up a wristband with printed split times at the Race Expo and Packet Pick-up on April 28 and 29.

**PR Gong:** Beat your personal record during the Marathon or miniMarathon this year and have a chance to ring Kentucky Derby Festival’s very own PR gong. You’ve never seen a gong as cool as this one!

Set your PR, swing for the fences with a custom Louisville Slugger bat, and make it known that you’ve got what it takes to break records by taking pictures and sharing them online using #KDFMarathon!

Runners can reunite with friends and family inside the entrance to Kroger’s Fest-a-Ville on the Waterfront.
This event is the brainchild of the local running community that serves on the miniMarathon committee. With their knowledge and support, the Kentucky Derby Festival was able to secure sponsorship and create Louisville’s first major full marathon. Its goal is to attract a national audience and not replace the local flavor and support of the 43-year-old miniMarathon. Add the support of city officials, local police and the Greater Louisville Sports Commission and the Kentucky Derby Festival Marathon is destined for success.

KENTUCKY DERBY FESTIVAL MARATHON PRESENTED BY WALMART AND HUMANA.


Runners will start at Main and Brook Streets and finish just outside the entrance to Kroger’s Fest-a-Ville venue at Preston and Witherspoon Streets. The course will showcase the unique architecture on Main Street, including the Museum Row attractions. Runners will still run a lap inside the infield at Churchill Downs racetrack, pass by Central Park and the St. James Court neighborhood, as well as run through Iroquois Park.

Coverage Note: The Marathon and miniMarathon Awards Presentation is at the finish line. Top three finishers in each division for both races will receive prizes immediately following the race, and will be available for interviews at a special media area. No media permitted in medical areas.

Coverage Note: For a complete list of past Marathon winners, visit DerbyFestivalMarathon.com.
MEDIA QUICK FACTS:

Inaugural Marathon in 2002 attracted 1,201 runners.

Course Records:
- Men’s Division: 2005 Charles Njeru – 2:17:44
- Wheelchair Division: 2002 Butch Martin & Tony Iniguez – 1:41:38 (tie)

For more information on both races, log onto DerbyFestivalMarathon.com.

Scream Teams: The marathon portion of the route will feature organized cheering sections known as “Scream Teams.” Spectators will be situated at locations along the Marathon route and will be provided with free cheering items, including pom-poms and other motivational devices to encourage runners. The cheering section will feature bleacher seating, a DJ playing recorded music and a tented area offering complimentary snacks and beverages. The Scream Team locations are a great way for friends and family to offer their support to runners and help inspire them. A complete list of locations is available online at DerbyFestivalMarathon.com.

Team Relays: The Marathon includes a 5-leg relay format. A team of five runners will cover the entire 26.2 mile distance. The team members will run the same course as the marathon field, under the Ekiden format (10K, 5K, 10K, 5K, 12.2K). Each runner will run one leg varying in distances between 3.10 - 7.58 miles, handing off the time chip to the next team member at each relay exchange zone.
Saturday, April 30

KENTUCKY DERBY FESTIVAL FOUNDATION ACADEMIC CHALLENGE PRESENTED BY SULLIVAN UNIVERSITY.

U.S. BANK KENTUCKY DERBY FESTIVAL GREAT BALLOONFEST AWARDS BRUNCH.
11:30 AM. Brown & Williamson Club at Papa John’s Cardinal Stadium. Awards ceremony for Saturday race and Overall BalloonFest Winner, check presentation for Charity Race, plus balloon entrants are honored for consecutive year participation.

Coverage note: Great location for post-race reporting and pilot interviews.

KENTUCKY DERBY FESTIVAL NPC DERBY CHAMPIONSHIPS.

KENTUCKY DERBY FESTIVAL DA’VILLE CLASSIC DRUM LINE SHOWCASE.
2 PM. Whitney Hall, The Kentucky Center. Admission is $10. High school and community drum lines from Kentucky, Ohio and Indiana showcase their creativity, musicianship, and pageantry. For more information call (502) 584-7777. Media Sponsor: B96.5 FM.

KENTUCKY DERBY FESTIVAL KEN-DUCKY DERBY.
4 PM - 8PM. Call to the post 7 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. See the launch of 20,000 ducks into the Ohio River for a chance to race and compete for prizes. Proceeds benefit Harbor House. To adopt a duck, visit www.hhlou.org. For more information go to KDF.org or call (502) 717-0072. Sponsor: Swope Family Dealerships. Media Sponsor: WLKY.
EVENTS

KENTUCKY DERBY FESTIVAL ZUMBA® FITNESS PARTY.
5 PM - 7 PM. Kroger’s Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2016 Pegasus Pin®. Join the best Zumba instructors in the area, wear comfortable clothes and come burn calories with the fitness craze that is sweeping the nation! For information call (502) 554-4486 or visit www.kyfitnessparty.com. Sponsor: Eleet Stone Countertops. Media Sponsor: 100.5 MYfm. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

KENTUCKY DERBY FESTIVAL THE SLICE: SPICE, STYLE AND SOUL.
6 PM - 9 PM. The Kentucky Center for African American Heritage. Tickets $65 in advance and $75 day of the event. Tickets include 2016 Pegasus Pin. Live entertainment and food tasting. Proceeds benefit charities and assistance programs. For tickets call (502) 584-4602, visit www.thesliceofflouisville.org or purchase at Better Days Records at Lyles Mall or at Jam Busters at 4906 Poplar Level Road. Media Sponsor: B96.5 and WLOU New Praise 104.7.

MAGIC! AT WATERFRONT JAM.
9 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Media Sponsor: 102.3 The Max

MAYOR’S DERBY BRUNCH ON THE RIVER.
11 AM - 1:30 PM. Riverside, the Farnsley-Moremen Landing. A festive brunch featuring a traditional Kentucky breakfast, music, silent auction, and tours of the historic home, including the Moremen Family Chapel. Tickets $80 or $600 for Table of 8. For tickets or information call (502) 935-6809 or www.riverside-landing.org.

Sunday, May 1
PNC KENTUCKY DERBY FESTIVAL TOUR DE LOU.

THE FILLIES, INC. CHILDREN’S TEA WITH THE KENTUCKY DERBY FESTIVAL PRINCESSES.
1 PM - 4 PM. Crowne Plaza, Louisville Airport. Tickets $35 each. Reservation required. Children ages 4 and up invited to meet the Kentucky Derby Festival Princesses. Media Sponsor: Today’s Family Magazine. Produced by: The Fillies, Inc. Purchase tickets online at fillieschildrenstea.eventbrite.com. For more information contact Linda Steder at rjsteder@aol.com or (502) 893-0703.

PASSPORT HEALTH PLAN KENTUCKY DERBY FESTIVAL GOSPELFEST.
2 PM - 7 PM. Gospel Choir Showcase. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Sponsor: Passport Health Plan. Media Sponsors: B96.5 FM and WLOU/New Praise 104.7. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

KENTUCKY DERBY FESTIVAL MINIFUN RUN PRESENTED BY HUMANA.
KENTUCKY DERBY FESTIVAL LOUISVILLE YOUTH ORCHESTRA CONCERT.
4 pm. Iroquois Amphitheatre. Admission is free with a 2016 Pegasus Pin®. A concert featuring ten Louisville Youth Orchestra ensembles. For more information call (502) 896-1851 or visit www.lyo.org.

MATT MAHER AT CELEBRATION SUNDAY PRESENTED BY WJIE.
5 PM. Kroger’s Fest-a-Ville on the Waterfront. Christian contemporary concert featuring Matt Maher, John Tibbs and Hannah Kerr. Admission is free with a 2016 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTESTSM SEMI FINALS.

KENTUCKY DERBY FESTIVAL HAPPYTAIL HOUR.

THORNTONS KENTUCKY DERBY FESTIVAL GREAT BED RACES.
2016 THEME: “RACE FOR THE CUP”

This wacky competition will feature two 600-feet divisions — the Fun Division and the Champions Division. While the Fun Division is just what its name implies, the Champions Division is for serious racers. The teams have an opportunity to showcase their costumes and bed in a pre-race parade, which begins at 6 PM. When racing begins at 7, beds have a great time navigating the course although many do not make it intact through the full-lap run. More than 40 teams are expected to take to the track for the Great Bed Races.

AWARD CATEGORIES:

- Best Course Times: 1st, 2nd, 3rd (in both divisions)
- Decoration and Entertainment Awards:
  - Cone Eater Award
  - Best Decorated
  - Most Entertaining

The first place team from each of the categories will be invited to participate in the 2016 Republic Bank Kentucky Derby Festival Pegasus Parade.

Coverage Note: For a complete list of Past Bed Race Winners, visit KDF.org.

The event is broadcast on NBC affiliate WAVE 3 News. News crews from other affiliates will be accommodated for news coverage of the event. Live coverage will be permitted in the bed assembly area for 11:30 AM, Noon, 4 PM, 5 PM, 5:30 PM and 6 PM newscasts.
MEDIA QUICK FACTS:

Event started in 1990 – 27th annual.

Defending Champions: Texas Roadhouse.

Average annual attendance 5 - 8,000.

Formerly held downtown on Fourth Street during lunch hour until 1996 when it moved to the Louisville Motor Speedway until 2001. After nine years in Broadbent Arena, 2012 was the first year the event was held at KFC YUM! Center. It returned to Broadbent Arena in 2013.

Teams from the Executive West Hotel dominated the event in the 1990’s with six straight titles until 1999 when a team from Ford began a winning streak. In 2009, Curtain Call Photo Booth took the title from Ford and held on to the title through 2013.

KENTUCKY DERBY FESTIVAL KNIGHTS OF COLUMBUS CHARITY DINNER.

6 PM cocktails. 7 PM dinner. Galt House Archibald Cochran Ballroom. Dinner tickets $50. Coordinated by the Bishop Spalding Council of the Knights of Columbus. For tickets call (502) 893-2220.

It is an enjoyable evening with a big dividend. More than $100,000 is donated to over 20 local organizations working to improve the lives of people with mental handicaps. The Dean Eagle Memorial Award is presented to a person who has excelled in the coverage of the thoroughbred racing industry.

Coverage Note: The Kentucky Derby Festival Queen and Court are in attendance at this event, escorted by their fathers.

Monday, May 2 – Tuesday, May 3

AT&T KENTUCKY DERBY FESTIVAL MORNING LINE.

6 AM - 11 AM. Radio stations from around the region will broadcast their morning shows live from the Kentucky Derby Museum. Sponsor: AT&T. Contributing Sponsor: Kentucky Department of Travel and Tourism.
Tuesday, May 3

KENTUCKY DERBY FESTIVAL DON FIGHTMASTER GOLF OUTING FOR EXCEPTIONAL CHILDREN.
9 AM - 12 PM. Children’s golf event. Shawnee Golf Course. Free for spectators.
Sponsor: Kentucky PGA Foundation. For more information, call (502) 243-8295, ext. 307 or (800) 254-2742 or KyGolf.org.

KENTUCKY DERBY FESTIVAL HEALTH FAIR PRESENTED BY WELLCARE HEALTH PLANS.
5 PM - 9 PM. Kentucky Exposition Center, South Wing C.
Admission is free with a 2016 Pegasus Pin®. $8 KEC parking fee. Promoting healthy lifestyles, there will be free health screenings for families.

REPUBLIC BANK KENTUCKY DERBY FESTIVAL PEGASUS PARADE PREVIEW PARTY.
Private group tours 10 AM - 1 PM. Open to Public 5 PM - 9 PM.

Floats, inflatables and equestrian units for Republic Brank Pegasus Parade on display. Once just for the floats, the Preview has expanded to include a taste of EVERY type of unit to give spectators a tour “inside” the Pegasus Parade.
Coverage Note: This is a great venue for interviewing float participants before Thursday’s parade. Live shot accommodations are available at 11:30 AM, Noon, and for evening telecasts. Additional cable may be necessary at KEC.

**MEDIA QUICK FACTS:**

Event started in 1987 – 30th annual.
Average annual attendance: 11,000.
Great place for the kids to meet the Kentucky Derby Festival Queen & Court as they sign autographs from their float.

**KENTUCKY DERBY FESTIVAL TEXAS HOLD’EM TOURNAMENT.**

4 PM Boarding/check-in. 6 PM Tournament begins, plus one-hour Cruise. Belle of Cincinnati, docked at Kroger’s Fest-a-Ville on the Waterfront. $125 Buy-in includes 10,000 in chips and commemorative pin. Add-ons available 1st hour of play $40 for 4,000 chips. $5,000 first place prize. Payouts for 1st – 24th place. Payouts based on 325 players, payouts pro-rated based on actual number of players. $15 for guests. LICENSE# ORG0001638. Call (502) 584-FEST to register. Media Sponsor: 1450 AM The Sports Buzz.

**STOCK YARDS BANK & TRUST COMPANY KENTUCKY DERBY FESTIVAL $1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTEST℠ FINALS.**


Coverage Note: No one has ever won the million in the history of the contest. Could this be the year?

**DOUG E. FRESH AND SLICK RICK AT WATERFRONT JAM.**

8 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Media Sponsors: B96.5 FM, MAGIC 101.3 and OLD SCHOOL 105.1. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)
Tuesday, May 3 – Wednesday, May 4

MULTI-DAY EVENT

KENTUCKY PROUD KENTUCKY DERBY FESTIVAL WINEFEST.

Wine tasting sessions daily 5 PM – 9 PM. Belvedere. Tickets: $45, VIP tickets $85, (limited availability), includes access to a reserved entrance into the venue to avoid lines, local cuisine sampling, opportunity to barrel taste local wine, goody bag and access to private restrooms. (21 and over only. Must present ID upon entry.) Tickets available by calling (502) 584-FEST or online at KDF.org. Sponsor: Kentucky Proud. Contributing Sponsor: Ashley Furniture HomeStore of Louisville, Commonwealth Credit Union and Kentucky Beef Council. Media Sponsors: Today’s Woman and 106.9 PLAY.

Participating Wineries as of Press Time:

- Chrisman Mill
- Elk Creek Vineyards
- Equus Run Vineyards
- Forest Edge Winery
- Grimes Mill Winery
- Horseshoe Bend Vineyards
- Indian Creek Winery
- McIntyre’s Winery
- Old 502 Winery
- Purple Toad Winery
- Rising Sons Home Farm Winery
- Rose Hill Farm Winery
- Smith-Berry Vineyards & Winery
- Stonebrook Winery
- The Little Kentucky River Winery
- Wigh-Meyer Vineyards & Winery

Returning to the Belvedere, this event invites Kentucky and Indiana wineries to sample their product in a festive atmosphere with live music and hors d’oeuvres. There are more than a dozen wineries scheduled to participate in this year’s event. The event will also feature cooking demonstrations by Kroger chefs on pairing certain foods with individual wines.

For those wanting to learn more about wines and wine tasting, “Wine 101” classes will be held every hour on the half-hour (5:30 PM, 6:30 PM, and 7:30 PM) at WineFest. It’s free for WineFest participants and will last 10 minutes each hour.
KENTUCKY DERBY FESTIVAL BATTLE OF THE BOUNCE.
11 AM - 1 PM. Kroger’s Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2016 Pegasus Pin®. Obstacle course competition that benefits Christian Care Communities, Kentucky and Indiana Stroke Association and Pitt Academy. Sponsor: Backyard Bounce. Media Sponsors: WDRB-TV and 99.7 DJX. For entry information call (502) 241-1175 or visit eventualities.org

KENTUCKY DERBY FESTIVAL SPLAT OUT CANCER.
11 AM - 9 PM. Kroger’s Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2016 Pegasus Pin®. Launch paint-filled balloons at a HUGE canvas and make your mark, for a great cause. Produced by the James Graham Brown Cancer Center. Proceeds benefit cancer research. For information, visit SplatOutCancer.com.

KENTUCKY DERBY FESTIVAL GREAT STEAMBOAT RACE.
4:30 PM - 5:30 PM boarding. 5:45 PM departure. Race begins at 6 PM. Awards presentation immediately following at the Chow Wagon in Kroger’s Fest-a-Ville. Tickets on the Belle of Louisville $130 (limited availability). Tickets on the Belle of Cincinnati $60 Cruise Only; $85 Dinner, Four Roses Bourbon Tasting, and Cruise. For tickets on the Belle of Louisville, call (502) 584-FEST. For tickets on the Belle of Cincinnati, call 800-261-8586. Free spectator viewing at Kroger’s Fest-a-Ville and along the banks of the Ohio River. Contributing Sponsor: Four Roses Bourbon. Media Sponsor: 106.9 PLAY.

In 2016, the Great Steamboat Race will feature two vessels vying for Ohio River supremacy, the Belle of Louisville and the Belle of Cincinnati. Once again, the winner of the Great Steamboat Race will be determined by the vessel which accumulates the most points from performing a series of challenges and tasks throughout the day for the boats and their crews — culminating in the race down the river at 6 PM. The overall winner will be determined based on a point system.

The Belle of Cincinnati is competing in the Kentucky Derby Festival’s Great Steamboat Race for the 12th time — she had previously participated in four consecutive years, beginning in 2002. The Belle of Cincinnati replaced long-time race competitor, the Delta Queen, starting in 2009.

The Great Steamboat Race was first held in 1963, with the Delta Queen capturing the inaugural contest on the Ohio River. The race series between the two historic vessels ended in 2008 with the hometown Belle of Louisville finishing with an overall record of 23 wins versus the Delta Queen’s 20 victories. The race was

2016 GREAT STEAMBOAT RACE TASKS (AT PRESS TIME):

Task competition will start at 2 p.m. at the Wharf.

Task #1: Jousting Inflatable — 4 crew members from each vessel.
Task #2: Obstacle Inflatable Course — 3 crew members from each vessel.
Task #3: Handy Line Task — One person per vessel will compete in line handling task.
Task #4: Monkey Fist (like skeet ball, but with trash cans) — A team from each vessel will throw a ball of rope (monkeyfist) into the trash cans spread out at different distances.
Task #5: Miniature Paddle wheel Assembly — 2 engineers from each vessel will compete for best time.
Task #6: Calliope Contest — 4:30 pm along the wharf.
Task #7: Buoy flag retrieval during the race. Each vessel will collect a flag off the buoy with their pike pole.
Task #8: VIP Retrieval during the race.
Task #9: Bourbon Barrel Head Retrieval during the race.
Task #10: Order of Finish (which boat crosses under the bridge first).

Belle of Louisville Captain: Mark A. Doty
Belle of Cincinnati Captain: Alan Bernstein

In 2009, a new era started for the race. The Belle of Cincinnati was named to replace longtime race competitor the Delta Queen, which is now in Houma, Louisiana, undergoing renovation.

The competition also changed in 2009. Instead of the winner being determined by the first boat to cross the finish line at the Clark Memorial Bridge, a series of new tasks was developed. The winning vessel is now determined by which accumulates the most points from performing the tasks assigned to each competitor throughout the day and during the race.

The winning boat is now given a set of silver-plated antlers to replace the traditional gilded antlers, now retired.

Belle of Louisville is on the National Historic Register.

Six boats have won the race: Delta Queen, Belle of Louisville, Julia Belle Swain, Natchez, Spirit of Jefferson and Belle of Cincinnati.

The Belle was side-lined in 1999 after nearly sinking in the summer of 1998. Her sister boat, the Spirit of Jefferson raced in her place.

The 14 mile course which starts at Clark Memorial Bridge takes about 75 minutes.

**Coverage Note:** Live trucks will be allowed to set up on the wharf. No permit needed, just one vehicle per station. (Special Media Credentials required for onboard coverage.) All media riding the boats will be notified by phone or by e-mail as to where you can pick up your credentials.

**Awards Ceremony:** Awarding of the Silver Antlers to the winning captain is held at the Chow Wagon immediately following the race. The antlers are a symbol of riverboat supremacy.

For a complete list of Past Great Steamboat Race Winners, visit KDF.org.
Ohio River Regulations: From 3:30 PM thru the race, a Coast Guard Special Regulation will be in effect for the Ohio River. The race course will be closed to boaters that are not race participants. Only boats that are moored to privately owned docks may be in the area. Other boaters may view the race from behind the coast guard picket line above the head of Six Mile Island. A Coast Guard sweep will begin at 3:30 PM upriver from McAlpine Locks. All vessels not in private docks will be required to move upriver of the event picket line. The public boat ramp at Cox’s Park will close at 3 PM.

Kentucky Derby Festival BeerFest Presented by American Founders Bank.

6 PM - 10 PM. Beer tastings featuring regional craft beers. Overlook at Kroger’s Fest-a-Ville. Tickets: General Admission $45 in advance; $50 at the gate; $75 for VIP experience starting at 5 PM. Tickets include beer tastings, sampling mug and BeerFest pin. Tickets available by calling (502) 584-FEST or online at KDF.org (21 and over only. Must present ID upon entry.) Sponsor: American Founders Bank. Contributing Sponsors: Kroger, Louisville City FC, Louisville Convention and Visitors Bureau and Samuel Adams. Media Sponsors: 95.7 WQMF and SWIG Louisville.

This list highlights some of the participating breweries. For a complete list visit KDF.org.

- Alltech
- Angry Orchard
- Boston Beer Company
- Coney Island Brewing
- Cumberland
- Falls City
- Flat 12
- Goodwood
- Great Flood
- Highland
- Tin Man
- Traveler Beer Co.
- West 6th

The Bright Light Social Hour at Waterfront Jam.

8 PM. Kroger’s Fest-a-Ville on the Waterfront. The Bright Light Social Hour with special guest Vessel. Admission is free with a 2016 Pegasus Pin®. Media Sponsor: 91.9 WFPK. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)
Thursday, May 5

**KENTUCKY DERBY FESTIVAL CELEBRITY DAY AT THE DOWNS PRESENTED BY KENTUCKIANA HONDA DEALERS.**

11:30 AM. Churchill Downs, Sixth Floor. **SOLD OUT.** Sponsor: Kentuckiana Honda Dealers. Contributing Sponsor: Macy’s. Media Sponsors: Nfocus Magazine and 106.9 PLAY.

This event is a great opportunity to star gaze and watch some of the finest Thoroughbred horses in the world as the excitement for Derby Week builds. This year’s event will feature a red carpet and Step and Repeat photos – so all guests feel like a celebrity on millionaire’s row.

**Coverage Note:** This is an opportunity to interview celebrities appearing in the afternoon’s Republic Bank Pegasus Parade. A Churchill Downs press credential is required for access.

**REPUBLIC BANK KENTUCKY DERBY FESTIVAL PEGASUS® PARADE.**

5 PM. West on Broadway from Campbell to 9th Street. Bleacher tickets $10 and chair seating $12. Review stand seating $30. Tickets available at kdf.org or call (502) 584-FEST. This annual spectacle of colorful floats, marching bands, giant inflatables and equestrians will be broadcast live on WAVE 3 News. Sponsor: Republic Bank.

**2016 THEME: FUN FOR THE ARTS**

**2016 GRAND MARSHAL:** Jordan Smith, winner of The Voice Season 9 and Republic Records recording artist.

The Pegasus Parade was the Festival’s first and founding event in 1956. 2016 marks the 61st parade. It is a Louisville tradition and generates $22 million in local economic activity annually.

To reflect the theme, the 2016 Pegasus Parade will have large character balloons and several floats, including:
Volunteers and employees of sponsoring companies work diligently for months building floats. They compete for various awards:

In 2015, supporters of CenterStage at the Jewish Community Center were cheering down the parade route as their float took home the Addison McGhee Grand Champion Award for best overall float. Kosair Charities/Kosair Shriners and Second Chance @ Life tied for 2nd Place, both winning the KDF Board Chair’s Award; Brownsboro Hardware & Paint won the 3rd Place KDF President’s Award; Louisville Magazine won the Grand Marshal’s Award for best representation of the theme; Grand Lodge of Kentucky, Free & Accepted Masons, won the Queen’s Award for overall beauty, and Norton Healthcare won the KDF Parade Chairman’s Award for the most spirit. ARTxFM, Belle of Louisville, FandomFest, Funtown Mountain, Hwang’s Martial Arts, Kentuckiana Pride Festival, Metro Parks & Recreation, and Winner’s Circle FIRST Robotics Team received Honorable Mention Awards.

In the text-to-vote competition, FandomFest won the People’s Choice Float Award and LG&E’s “Louie the Lightning Bug” won the People’s Choice Inflatable Award.

**Float line-up at press time:**
- Belle of Louisville
- CenterStage/J Arts & Ideas at the JCC
- City of St. Matthews
- Grand Lodge of Kentucky
- Hwang’s Martial Arts
- Kentuckiana Pride Festival
- KMAC Museum
Each year, various Macy’s-style character balloons float down the parade route. The giant inflatable characters are always a crowd favorite. The balloons are inflated with helium the morning of the parade and led down the route by employees and volunteers of the sponsoring companies and organizations. Some of the balloons are more than 60 feet tall. On average, each balloon requires more than 4,000 cubic feet of helium to come to life.

Inflatable lineup at press time:
AAA East Central “Otto the Auto”
Horseshoe Southern IN “Horseshoe”
LG&E “Louie the Lightning Bug”
Republic Bank “Peggy Bank”
Riverlink “Giant Sun”
StageOne Family Theatre “Dragon”
Zaxby’s “Coca-Cola Bear”
ZirMed, Inc. “Scooby-Doo”
Some of the nation’s best high school bands will blow the lines off the street with lively music. A staple of any parade in the Bluegrass state, beautiful equestrians units will add more color and excitement. Giant inflatable character balloons, clowns and celebrities round out the mix of this annual rite of spring.

See page 10 for broadcast restrictions and special media requirements.

**Coverage Note:** For a compete list of Past Parade Grand Marshals and parade themes visit KDF.org.

**MEDIA QUICK FACTS:**

Event started in 1956 – 61st year.

Average annual spectator attendance: 250,000 along Broadway.

Record attendance set in 1991 (350,000) with Gen. Norman Schwarzkopf as Grand Marshal. This marked his first public appearance in the USA after the Persian Gulf War.

The 17 block route takes approximately 1½ to 2 hours for a parade unit to complete.

Tradition dictates the float carrying the Queen and Court is always the first one down the route. The first inflatable is always Republic Bank’s “Peggy Bank.”

Average number of units is 100.

Estimated economic impact of the Parade is $22 million.

*The first parade cost $640 to produce.

NBC’s Willard Scott hosted the Pegasus Parade for 24 years – from 1982 to 2005.

**KENTUCKY DERBY FESTIVAL 100 BLACK MEN OF LOUISVILLE DERBY SCHOLARSHIP GALA.**

7 PM - 2 AM. Galt House Hotel, East Grand Ballroom. Tickets $200 each or $250 after March 1 or $2,000 Table of 10. Corporate tables available. Produced by 100 Black Men of Louisville. For more information call (502) 457-9941 or visit www.100bmol.org.
EVENTS

COLD WAR KIDS WITH SPECIAL GUEST STRANGERS YOU KNOW AT WATERFRONT JAM.
8 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Media Sponsor: 98.9 Radio Now. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

Friday, May 6

AUDIEN AT WATERFRONT JAM.
9 PM. Kroger’s Fest-a-Ville on the Waterfront. Admission is free with a 2016 Pegasus Pin®. Media Sponsor: 99.7 DJX. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

Saturday, May 7

142ND RUNNING OF THE KENTUCKY DERBY
For Derby information contact Churchill Downs (502) 636-4400.

Sunday, May 8

CINCO DE MAYO FIESTA.

Friday, May 13

PEGASUS PIN GOLD PIN WINNER GRAND PRIZE DRAWING.
In 2016, any Pegasus Pin is your chance to win a weekly Grand Prize beginning Friday, March 18 - Friday, May 6. Gold Winner Pins are also eligible to win a Honda CRV on Friday, May 13. Drawings broadcast on WAVE3 News. To be eligible, register pins using the new KDF App or online at www.PegasusPins.com.
The Pegasus Sponsorship is a membership program that helps the Festival underwrite the cost of the many free events provided to the community. The Pegasus Pin® was created in 1973 as a tool to gain marketing awareness. The program is now a major source of funding in addition to a publicity campaign.

2016 Pegasus Pins are on sale at more than 1,000 retail outlets and participating financial institutions. The pins, which sell for $5 in advance and $7 at the entrance to events, feature a bold design of the new Abraham Lincoln bridge connecting the states of Kentucky and Indiana. Family Fun Packs are also available at select retail locations for $22.

Any Pegasus Pin is your chance to win one of 8 Weekly Grand Prizes. The prizes will be given away on Fridays beginning Friday, March 18 through Friday, May 6. The drawings are broadcast on WAVE 3 News. Pegasus Pin purchasers also have a chance to win one of the coveted gold winner Pegasus Pins. With nearly 12,000 of these pins in circulation, the odds of finding a gold winner Pegasus Pin are approximately 1 in 20. In addition to the Weekly Grand Prizes, Gold Pin Winners are also eligible for a chance to win a new Honda CRV, which will be given away on Friday, May 13.

Just register using the KDF App or online at PegasusPins.com. All pins must be registered to be eligible for the grand prize drawings.

Pins offer free admission into over half of the Festival’s events including: Thunder Over Louisville®, Kroger’s Fest-a-Ville, Chow Wagon®, U.S. Bank Great BalloonFest, Republic Bank Pegasus® Parade Preview Party, Thorntons Great Bed Races and more! Proceeds from Pegasus Pin sales help the Festival to provide the many free events offered during our celebration.
2016 GOLD PIN WINNER GRAND PRIZE
Kentuckiana Honda Dealers – 2016 Honda CRV

2016 WEEKLY GRAND PRIZES
AAA East Central – $2,500 Travel Certificate
Commonwealth Credit Union – $2,500 Visa Gift Card
Joffe MediCenter – One free all-laser Lasik procedure (1 patient, 2 eyes) $3,390 value
Kroger – $2,500 Grocery Shopping Card
Kroger – $2,500 Fuel Card
Kroger – $2,500 Gift Card
Meijer – $2,000 Meijer Shopping Spree
RiverLink – $4,000 Cash Prize

2016 COUPON PRIZES
Heitzman Pink Box Bakery – Get a FREE Butter Kuchen, when you buy a Kuchen at regular price! Valid at the following locations: 3333 Bardstown Road 452-1891; 4749 Dixie Highway 447-3977.

Interstate All Battery Center – One (1) watch battery with installation 99¢. Additional watch battery installation on sale for $5.99. Tax not included. Available at 1831 Blankenbaker Parkway, Suite 300, Louisville, KY 40299 (502-297-8600).

Joe’s Crab Shack – 10% off purchase of food. Tax and gratuity not included. Only valid at 131 River Road, Louisville, KY.

Kentucky Derby Festival – Get a 1981-2015 Kentucky Derby Festival Official Poster for $15.00. Tax not included. Subject to availability. Redeem at: Bluegrass Frames, 4542 Taylorsville Road, Louisville, KY Frame it! 125 E. Utica Street, Sellersburg, IN.


Kern’s Kitchen DERBY-PIE® – $2.00 off an Official Derby-Pie® Chocolate Nut Pie. Redeem at the following Liquor Barn locations: 1850 S. Hurstbourne Parkway, 3420 Fern Valley Road, 4301 Towne Center Drive, 13401 Shelbyville Road, and 4901 Outer Loop.
**Kroger** — One FREE package of Kroger Batteries 4-pack (AA, AAA) or 2-pack (C, D) with an additional $10 purchase. Limit 1 coupon per transaction.

**Kroger** — One Free French Bread from the Deli/Bakery with additional $10 purchase. Limit 1 coupon per transaction.

**Kroger** — Save $2.00 off the purchase of $10 or more of Fresh Produce. Limit 1 coupon per transaction.

**Kroger** — ONE FREE Montgomery Inn BBQ Sauce 18 oz. with additional $10 purchase. Limit 1 coupon per transaction.

**Kroger** — Save $2.00 off the purchase of $10.00 or more from our Seafood Shoppe. Limit 1 coupon per transaction.

**Liquor Barn** — Free Commemorative Limited Edition Derby Festival Glass. Redemption available at Louisville-area Liquor Bar locations: Springhurst, Hurstbourne, Fern Valley, Bashford Manor, Jefferson Commons & Middletown Commons. March 7 - May 8, OR while supplies last. One glass per coupon, limit 4 coupons per person per visit.

**Meijer** — $5 Off Total Purchase of $50 or more.

**Mike Linnig’s Restaurant** — One Free Medium Soft Drink OR $1.00 Off Food Order of $10.00 or more. Dine in only. Redeemable only at the Main Restaurant location at 9308 Cane Run Road.

**Rootie’s Sports Bar & Grille** — $5.00 off and a Free Bottle of Rootie’s KY Proud Barbecue Sauce when you purchase $25 of food. Dine in only.

The Kentucky Derby Festival also offers metal event pins for major events such as Thunder Over Louisville, Kroger’s Fest-a-Ville, U.S. Bank Great BalloonFest, Republic Bank Pegasus Parade and Parade Preview Party to name a few. Current and past year pins may be purchased online at KDF.org in the Festival Store, at select Festival events and at the Derby Festival office during normal business hours.
The Kentucky Derby Festival is overseen by a 75-member Board of Directors. This working board works all year on a number of responsibilities. In addition to event planning, they address complex policy, administrative and safety issues. Each year the board elects one person to serve as chair. The 2016 Chair is Wes Rutledge.

The average Board member will spend $1,250 each year. Each Director must purchase tickets for events they attend and their Festival uniform. They must also purchase car insurance in order to drive an official vehicle during festival.

They work tirelessly behind the scenes even though the public only sees them at Festival time. It is a tremendous commitment, requiring more than just wearing the Pegasus jacket. Our community is fortunate to have such dedicated neighbors.
A professional team of 23 full-time staff work throughout the year to produce each Kentucky Derby Festival.

**BACK ROW** from left:
Deja Lawson, Jennifer Morgan, Chelsey Adkinson, Matt Gibson, Jeff English, Gary Stinson, and Anna Miller

**MIDDLE ROW** from left:

**FRONT ROW** from left:
Shaina Wagner, Cynthia Jackson, Judy Weightman, Mike Berry, Dodie Howlett, April Zik, Jessica Pollio, Bridget Sherrill and Stacey Robinson.

The staff is led by President & CEO Mike Berry and supported in season by additional temporary staff, interns and volunteers.
VOLUNTEERS

Each Kentucky Derby Festival event begins with an idea, but would never become a reality without volunteer support. From handing water to miniMarathon runners to building parade floats, each volunteer represents the community support that is the Festival’s driving force. The Festival was founded by volunteers and exists today because of their drive and dedication.

2016 Active Heroes Volunteer of the Year: Kay Russell.

THE THOROBREDS

The Thorobred organization once formed the major volunteer base for the Festival. Now primarily a membership program, Thorobreds can still volunteer for Festival events, however most become members to take advantage of all new perks – including discounted and advanced tickets, private seating at events and more. The Thorobreds were established in the early seventies.

THE FILLIES, INC.

The 250-member women’s organization of the Fillies, Inc. produces the Festival’s Official Program, The Fillies Derby Ball, Children’s Tea with the Derby Festival Princesses, and coordinates the Kentucky Derby Festival Princess Program. They were founded in 1957 as a service organization with a primary mission of assisting the efforts of the Kentucky Derby Festival.

THE 2016 ROYAL COURT

Five women were selected to serve as Princesses for the 2016 Kentucky Derby Festival. They were chosen from among 100 nominees by a panel of independent judges. They will attend nearly 70 Festival events and the Kentucky Oaks and the Kentucky Derby. Each woman will receive a $2,000 scholarship ($1,000 from The Fillies, Inc. and $1,000 from the Kentucky Derby Festival Foundation).
Millicent Ashley Cahoon of Louisville, KY — Millicent is a junior at the University of Kentucky majoring in Psychology. She is a member of the Psi Chi Honor Society, has been on the Dean’s List for four semesters, is conducting her own Social Psychology Experiment and is pursuing a non-profit certification. Millicent volunteers with Helping Hands.

Loandria “Andi” Julia Dahmer of Fisherville, KY — Andi is a Freshman at Western Kentucky University majoring in Economics, International Affairs and Spanish, as well as Asian Religions and Cultures. She is a Cherry Presidential Scholar, Chinese Language Flagship Program participant and Student Government Association Senator. Andi also volunteers for the Humane Society.

Stephanie Dooper of Owensboro, KY — Stephanie is a Senior at the University of Louisville majoring in Political Science and Liberal Studies. She is the Founder of the Roosevelt Institute Campus Chapter, a Cardinal Host and Recipient of the University of Louisville Outstanding Community Engagement Award. She also volunteers for Habitat for Humanity.

Madison Kristine Orman of Prospect, KY — Madison is a Junior at the University of Louisville majoring in Business Finance. She is a Trustee’s Scholar, has been on the Dean’s List for 5 semesters, is a Cardinal Host and a Pointe & Contemporary Dancer. She also volunteers for Neighborhood House and the American Red Cross.

Adrienne Georgann Poole of Brandenburg, KY — Adrienne is a Freshman at the University of Kentucky majoring in Marketing. She is Co-President of UK Phi Beta Lambda, Member of Student Government Leadership Development Program and News reporter for Meade County Messenger. She is also an intern with the Goodwill Industries of Kentucky.

2016 Royal Court Wardrobe and Image Sponsors

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 20 - 30</td>
<td>Stock Yards Bank &amp; Trust Company $1 Million Dollar Hole-in-One Golf Contest℠</td>
</tr>
<tr>
<td>APR 21</td>
<td>They’re Off!® Luncheon</td>
</tr>
<tr>
<td>APR 22</td>
<td>Opening Ceremonies: Thunder Over Louisville®</td>
</tr>
<tr>
<td>APR 27 - 29</td>
<td>U.S. Bank Great BalloonFest℠</td>
</tr>
<tr>
<td>APR 27 - MAY 5</td>
<td>Kroger’s Fest-a-Ville℠ on the Waterfront</td>
</tr>
<tr>
<td>APR 29</td>
<td>Marathon/miniMarathon® Presented by Walmart and HumanaVitality</td>
</tr>
<tr>
<td>MAY 1</td>
<td>Thorntons Great Bed Races®</td>
</tr>
<tr>
<td>MAY 2</td>
<td>Republic Bank Pegasus® Parade Preview Party</td>
</tr>
<tr>
<td>MAY 2 - 3</td>
<td>Kentucky Proud WineFest</td>
</tr>
<tr>
<td>MAY 3</td>
<td>BeerFest Presented by American Founders Bank</td>
</tr>
<tr>
<td>MAY 3</td>
<td>Great Steamboat Race®</td>
</tr>
<tr>
<td>MAY 4</td>
<td>Celebrity Day at the Downs Presented by Kentuckiana Honda Dealers</td>
</tr>
<tr>
<td>MAY 4</td>
<td>Republic Bank Pegasus® Parade</td>
</tr>
</tbody>
</table>

* - 2017 Pegasus Pin® available at event entrances.

** - For ticketed event information, please call 502-584-FEST.

**SCHEDULE SUBJECT TO CHANGE.**

*Kentucky Derby Festival is a not-for-profit organization that produces the civic celebration preceding the Kentucky Derby. For Oaks, Kentucky Derby and horse-racing info, please contact Churchill Downs at 502-636-4400.*

KDF.ORG • #KDF2017
Kentucky has lots of great stories. We can help you tell them.

If you’re looking to create a story with lasting impact, check with us first. No matter what your interest, from history to heritage, outdoor adventure to one-of-a-kind experiences, we can provide ideas, contacts, background information, fact verification, video or still photography, in short, everything you need to make your story memorable.

Contact Kristi Amburgey at (502) 564-8110 ext. 134 or email kristic.amburgey@KY.gov to find out what we can do for you.
Thanks to all of our
2016 OFFICIAL
PRODUCT SPONSORS

OFFICIAL VIDEOGRAPHER
OFFICIAL COURIER SERVICE
OFFICIAL PICTURE FRAMER

OFFICIAL CHOCOLATE PARTNER
OFFICIAL FINE JEWELER
OFFICIAL AFTER PARTY DESTINATION

OFFICIAL EYE CARE PARTNER
OFFICIAL HAT DESIGNER
OFFICIAL COFFEE CAKE

OFFICIAL VEHICLE
OFFICIAL BEEF PARTNER
OFFICIAL DRIVE SAFELY SPONSOR

OFFICIAL PIE
OFFICIAL WINE PARTNER
OFFICIAL PIZZA

OFFICIAL TWO-WAY RADIO PROVIDER
OFFICIAL LIMOUSINE AND TRANSPORTATION SERVICE
OFFICIAL REAL ESTATE PARTNER

OFFICIAL FLORIST
OFFICIAL EVENT DECORATOR
OFFICIAL COFFEE

OFFICIAL TRUCK RENTAL PARTNER
OFFICIAL PHOTOGRAPHERS: JAMIE RHODES, JONATHAN ROBERTS, AND MARVIN YOUNG
Everything you need to know about the Festival right at your fingertips.

Download the KDF App.