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Kentucky Bourbon Festival® Showcases America's Only Native Spirit

BARDSTOWN, KY – The nineteenth annual Kentucky Bourbon Festival, celebrating the passion, history and art of making great Kentucky Bourbon, will be held in Bardstown, **September 14 – 19, 2010.**

“The people of Bardstown have been making Bourbon since 1776,” says Pam Gover, Festival Chairperson and Hospitality Director of Tom Moore Distillery. “And today, sixty-nine percent of the world’s Bourbon is made in and around the Nelson County area, including the adjacent counties of Bullitt and Marion, that’s why Bardstown is indeed the **Bourbon Capital of theWorld®.**”

The Kentucky Bourbon Festival offers the opportunity to sample fine Bourbon whiskey from all of Kentucky’s great distilleries, lively entertainment, unique competitive events, Southern cooking and a big dose of Kentucky hospitality making this festival truly one of a kind. Family-oriented events are also available. Approximately 45,000 people, from 43 states and 13 countries attended the 2009 festival. The 36 event chairs and hundreds of volunteers are already preparing for an even larger attendance in 2010.

The nineteenth annual Kentucky Bourbon Festival will feature over 35 major events and attractions including:

The World Championship Bourbon Barrel Relay
Great Kentucky Bourbon Tasting & Gala
Culinary Art: Bourbon Style Cooking School
Historical Tours
Festival on the Lawn (lots of free, live music!)
Kentucky Bourbon All-Star Sampler
Balloon Glow

Bourbon, Cigars & Jazz
Oscar Getz Museum of Whiskey History
Kentucky Bourbon Breakfast
Boots & Bourbon
Kentucky Bourbon Festival Golf Tournament
Master Distillers Auction
Let’s Talk Bourbon Seminar & Breakfast

The Kentucky Bourbon Festival has been named one of the top events by Southeast Tourism Society, The American Bus Association, Business First and The Kentucky Tourism Council.

Begun in 1992 as a Bourbon tasting and dinner, The Kentucky Bourbon Festival has grown with the leadership and support of the members of the Kentucky Distillers Association – Buffalo Trace Distillery, Four Roses Distillery, Heaven Hill Distilleries Inc., Jim Beam Brands, Maker’s Mark Distillery, Tom Moore Distillery, Wild Turkey Distillery, and Woodford Reserve Distillery plus the Independent Stave Company. Additional major sponsors include Kentucky Bourbon brands - Bulleit Bourbon and Blantons. Many other sponsors are also listed on our web site. Today it is one of the Commonwealth’s leading community festivals, saluting and showcasing the Bourbon making process and the storied history of Kentucky’s renowned industry. Many distilleries, plus genuine Kentucky arts and crafters, display their wares...on the lawn of Spalding Hall from Friday evening through Sunday.

Events during the Festival are open to the public, most are free but some require reservations and tickets. For event and ticket information visit www.kybourbonfestival.com or call 800-638-4877 or 502-348-3623.

This press release can be downloaded from our website www.kybourbonfestival.com in the press room.