



KENTUCKY INTERNATIONAL CONVENTION CENTER

FOR IMMEDIATE RELEASE

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SWEET ADELINES INTERNATIONAL ANNOUNCES CONVENTION IN LOUISVILLE FOR 2020

Convention is first to be booked for renovated convention center

LOUISVILLE, KY (January 14, 2015) – Sweet Adelines International, one of the world’s largest singing organizations for women, announced their 75th annual convention and competition will be held at the Kentucky International Convention Center, October 12-17, 2020. More than 10,000 attendees from across the world are expected at the anniversary event.

The announcement marks the first convention booked for the then-renovated Kentucky International Convention Center space.

“This convention represents the type of business that will now look to Louisville because of the updated exhibit and meeting space at the Kentucky International Convention Center and world-class hotels,” said Clifford “Rip” Rippetoe, President and CEO of the Kentucky State Fair Board.

Based in Tulsa, Oklahoma, Sweet Adelines International is an organization of women singers committed to advancing the musical art form of barbershop harmony through education, competition and performance. The group has grown to include over 24,000 members all over the world who convene each year to compete in quartet (four person groups) and chorus (groups from 40-175 members) categories.

“The convention package in Louisville is world class. Not only does it meet our criteria for venue selection and hotel package, which are stellar, but the city culture and the vibrant team representing the city are what set Louisville apart from other cities,” said Dr. Kelly Bailey, CEO of Sweet Adelines International. She noted that Louisville is “the perfect destination to celebrate this milestone in our organization,”

Karen Williams, President & CEO of the Louisville Convention & Visitors Bureau said, “We have been working with our industry partners to recruit Sweet Adelines for several years. The Convention Center expansion and growing hotel inventory like the Omni project made it the right time for them to choose Louisville.” Williams noted that the group “represents more to the city than the \$7 million they will bring in economic impact. This represents the first of many great groups that recognize the positive growth of this city and want to be a part of it.”

The convention center's \$180 million renovation project will increase contiguous exhibit space from 146,000 to approximately 230,000 square feet and renovate the existing facility – all within the center's existing footprint.

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About the Kentucky International Convention Center

Located in the heart of downtown, the Kentucky International Convention Center draws nearly one million people through its halls. Celebrating more than 35 years of successful events, the 300,000 square foot facility accommodates a wide variety of events. In addition, the convention center is just steps away from the entertainment and arena districts and connected to 2,300 hotel rooms via skywalk. For more information, visit www.kyconvention.org.

For up-to-the-minute information like the Kentucky International Convention Center on Facebook <https://www.facebook.com/KentuckyInternationalConventionCenter> and follow us on Twitter <https://twitter.com/KYICC>.

About Parking

The Kentucky International Convention Center offers two public parking garages for visitors. The KICC (Cowger) Garage is located at Fourth and Market Streets. The KICC (Commonwealth) Garage is located on Jefferson Street between Third and Fourth Streets (next to the Hyatt Regency Hotel).