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KENTUCKY STATE FAIR BOARD WINS AWARDS IN STATEWIDE MARKETING AND TOURISM COMPETITIONS

LOUISVILLE, KY (October 23, 2014) –The Kentucky State Fair Board received several awards for various tourism marketing initiatives at two different award banquets on Tuesday, October 21.

At the Kentucky Travel Industry Association's annual Traverse Awards Gala in Covington, KY, the Kentucky State Fair Board received gold for their 2013 Annual Report which highlights the successes, growth and accomplishments of the Fair Board for 2013.

In addition, the Kentucky State Fair Board won four silver awards in print and advertisement, social media and specialty items.

The Fair Board was also presented with five bronze awards in categories including the visitors guide, print advertisement, out-of-home advertising, e-blasts and the new World's Championship Horse Show website.

At the Louisville International Association of Business Communicators/Bluegrass PRSA Landmarks of Excellence Awards, the Kentucky State Fair Board received an Award of Merit in the online communications category for the Kentucky Exposition Center Website. The awards recognize outstanding achievement in public relations and has become one of the region's best showcases of communications talent.

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About the Kentucky State Fair Board

The Kentucky State Fair Board is comprised of gubernatorial appointments, members of university administrations, representing associations and leaders from around the state. The Board operates two properties, the Kentucky Exposition Center and Kentucky Exposition Center. The Kentucky State Fair Board accounts for \$460 million annually in economic impact for the community and commonwealth.