

Wendy Treinen  
[wtreinen@derbymuseum.org](mailto:wtreinen@derbymuseum.org)  
502-992-5910  
502-693-5605 cell

Karen Kushner  
[karen\\_kushner@fourroses.biz](mailto:karen_kushner@fourroses.biz)  
502-839-3436 ex 17  
502-905-3808 cell



## KENTUCKY DERBY MUSEUM ANNOUNCES NEW URBAN BOURBON EXHIBIT PRESENTED BY FOUR ROSES DISTILLERY

(Immediate Release: Louisville, KY)

Two pillars of Kentucky heritage, Bourbon and Derby, will come together in Louisville on **March 5, 2012** when a new exhibit: *Urban Bourbon at the Kentucky Derby Museum* presented by Four Roses opens to the public. The Urban Bourbon exhibit is a direct tie to the city of Louisville's Urban Bourbon Trail passport program which encourages visitors to sample the culture of Bourbon at various establishments in the metro area.

Located at the historic Churchill Downs race track, the Kentucky Derby Museum will showcase the history and heritage of Louisville's involvement in the bourbon industry as it grew along with the horse industry and the Kentucky Derby. With bourbon roots in the city dating back to the early 1800s, a large number of whiskey blending houses became established as Louisville developed into a major trade city along the river. As distilleries popped up all over the commonwealth, Louisville grew as a major shipping port expanding the reach of bourbon bottlers on historic Main Street downtown. Later access to railroad lines, further aided in the distribution of Kentucky's treasured spirit where bottling, advertising and the recognition of "Whiskey Row" grew.

"Four Roses is a quality brand with roots in Louisville's bourbon history dating back to the 1880's on Main Street. We're thrilled to align their brand with this exhibit and appreciate their generous support of the Kentucky Derby Museum," says the museum's Executive Director, Lynn Ashton.

*Urban Bourbon at the Kentucky Derby Museum* presented by Four Roses will run on the second floor of the museum in the Matt Winn Gallery from **March 5, 2012- December 31, 2012**. Exhibit is included in general daily admission for the Kentucky Derby Museum.

"We are delighted to be partnering with the world renowned Kentucky Derby Museum on the Urban Bourbon exhibit," said Patrick Stewart, Four Roses Director of Marketing and Sales - North America. "When you think of the Kentucky Derby you naturally think of superior horses vying for the infamous garland of roses and of course, premium Kentucky Bourbon. It's just a great fit for both of us."

The design for the exhibit will have an upscale, urban loft feel and is being created as a dimensional space that will not only provide information in a fun, upscale presentation but will also be available as event space for bourbon tastings. Four Roses Distillery, LLC located near Lawrenceburg, KY is the presenting sponsor of the exhibit and will be showcased in a variety of ways within the context of the exhibit.

The Derby Café will offer select tastings of bourbon flights including a "Run of Roses" to guests daily during the week from Mon.-Fri. and on occasional weekends during peak season.

The Kentucky Derby Museum is a 501(c)3 non-profit museum in Louisville, KY dedicated to sharing the fun of the Kentucky Derby experience.

[www.derbymuseum.org](http://www.derbymuseum.org)

