



## Kentucky Department of Travel Release

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**Lexington, KY**--Kentucky First Lady Jane Beshear today previewed an interactive attraction to be assembled on the grounds of the Kentucky Horse Park during the 2010 Alltech FEI World Equestrian Games.

*The Kentucky Experience* will feature nearly 25,000 square feet of exhibits, displays, products, entertainment, food and art from throughout Kentucky. The area will include a welcome center, entertainment pavilion, exhibit pavilion and product pavilion, plus a large courtyard. Since it will be on the grounds of the Kentucky Horse Park, attendees at the 2010 Alltech FEI World Equestrian Games will be able to visit *The Kentucky Experience* without leaving the grounds of the park.

“We are assembling – in one spot – the best of Kentucky for the world to see,” said Mrs. Beshear. “Our visitors will be able to walk through *The Kentucky Experience*, find out what’s available in Kentucky, and then make plans to visit that specific region of the commonwealth. Visitors also will be able to see how bourbon and wine are made, and purchase Kentucky-made products and food,” she said. “In essence, it is a mini- world’s fair focusing entirely on all things Kentucky.”

“*The Kentucky Experience* will be the perfect complement to the Alltech FEI World Equestrian Games,” said Jamie Link, CEO of the games. “It will allow our visitors from right here in Kentucky to world travelers, to take a break from the eventing competitions and sample all that’s Kentucky. While the Games will bring visitors to Kentucky, this exhibit will convince visitors to come back again and again.”

“Seldom does any city, state or region get an opportunity of worldwide significance as large as the 2010 Alltech World Equestrian Games,” said Marcheta Sparrow, Secretary of the Tourism, Arts and Heritage Cabinet. “The Kentucky Experience will showcase Kentucky’s assets, not only to those who come to the games, but also to their friends, associates and others who watch from anywhere in the world. That will increase interest—and business -- in Kentucky over the long term.”

Visitors will enter through the Welcome Center where they may learn of the day’s special attractions, and then walk into the exhibit pavilion. Here, the visitor will be able to view attractions from each of Kentucky’s nine tourism regions. For example, in the “Caves, Lakes and Corvettes” exhibit, a Corvette will be on display, as well as a model of Mammoth Cave and a boat dock, jet ski and scenes that represent the area. This type of exhibit will be repeated for each of the eight other regions.

Next, a visitor can enter the product pavilion to see how Kentucky bourbon and wine and made, plus purchase Kentucky Proud products and Kentucky-made arts and crafts.

The last stop will be in the entertainment pavilion, where large screens and a live stage will offer nonstop music, dance and other art forms.

A Web site that is devoted to *The Kentucky Experience* was also launched today which provides a sampling of attractions and events that occur in each tourism region. It's available at [www.TheKentuckyExperience.com](http://www.TheKentuckyExperience.com).

“We’re very excited to present *The Kentucky Experience* to an audience of travelers from here and abroad, who may have never experienced Kentucky,” said Mike Cooper, Commissioner of the Kentucky Department of Travel. “It’s an opportunity of a lifetime.

“The Kentucky Experience will be open September 25 - October 10, 2010 as part of the Alltech FEI World Equestrian Games.

The Kentucky Experience is being funded through public and corporate funds. Information on private sector sponsorships is available by contacting Cheryl Hatcher at the Kentucky Department of Travel, 502.564.4930 ext 114 or by email: Cheryl.Hatcher@ky.gov.

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[Link to Kentucky Experience logo here](#)

*The Kentucky Department of Travel, an agency of the Tourism, Arts & Heritage Cabinet, exists to promote the Commonwealth as a travel destination, generate revenue and create jobs for Kentucky's economy. The "Discover Your Own Back Yard" travel column is produced by the Department of Travel to help promote Kentucky events and travel destinations. For more information about these and other tourism opportunities, visit [www.kentuckytourism.com](http://www.kentuckytourism.com)*