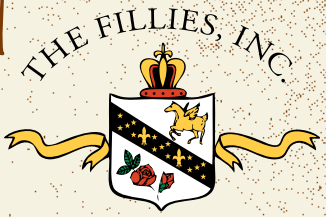




THE OFFICIAL PROGRAM

Presented by:



23

Official Schedule
of Events



70

River City Drum Corps
A Change is Gonna Come



22

What's New
with #KDF2017

2017 Kentucky Derby Festival



77

Remembering Ali



KDF Building
Celebrates 100 Years

82

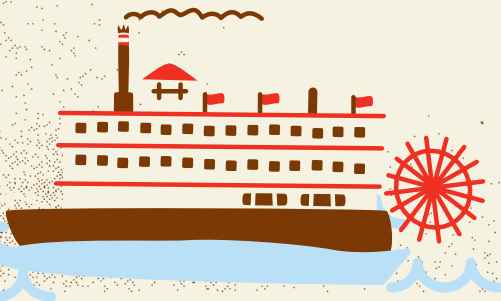
5 Moments with
Monte Durham

13



50

Ron Jasin:
2017 Poster Artist



Smooth from start to finish.

 **Maker's Mark**
Delicious is everything.



WE MAKE OUR BOURBON CAREFULLY. PLEASE ENJOY IT THAT WAY.

Maker's Mark®, Maker's 46® and Maker's Mark® Cask Strength Bourbon Whisky, 45%–57% Alc./Vol. ©2017 Maker's Mark Distillery, Inc. Loretto, KY

makersmark.com

Welcome to the 2017 Kentucky Derby Festival

Welcome to the 2017 Kentucky Derby Festival!

For more than 60 years the Festival has continued to produce top-notch events for the entire family. Year-after-year we manage to stretch the famous "two minutes" into a month-long legendary party. The excitement builds throughout the spring as we anxiously anticipate two weeks chalked full of fun and activities leading up to that first Saturday in May. From fireworks to fashion, golf to volleyball, country music to rhythm 'n' blues and so much more...we have something for everyone.

Seasons change, and the Festival continues to evolve. But what lies at the heart of everything we do can be easily summed up into one word – fun. We kick off the fun at the Festival's Opening Ceremonies: Thunder Over Louisville, on April 22...this Thunder will be "Local & Original". We've once again partnered with Teddy Abrams and the Louisville Orchestra to craft a one-of-a-kind soundtrack dominated by all genres of Kentucky musical artists.

None of what we do would be possible without the continued support of a very large team. The staff annually works with more than 4,000 volunteers to ensure we provide quality programming that our fans have come to expect. We continue to grow our network of volunteers each year and encourage you to find out how you can become more involved at KDF.org.

Welcome to our celebration and thanks to everyone that makes it happen. Remember...*the stories you tell happen here.*



Kathy Bingham
2017 President
The Fillies, Inc.



Michael E. Berry
President and CEO
Kentucky Derby Festival



Lisa Stevenson
2017 Chair
Kentucky Derby Festival

For more information visit **KDF.ORG**



EXCEPTIONAL EXPERIENCES, INCREDIBLE GAMING

Make Horseshoe Southern Indiana your destination of choice. Our exciting amenities are so exceptional they deserve to be bragged about. With nearly 1,700 slot machines, 70 table games and our world class WSOP poker room, you're bound to find something in our casino to enjoy. Experience epic entertainment like shows, concerts, shopping, nightlife, spa pampering, and dining. Indulge in a mouthwatering menu at Jack Binion's Steak.



Proud Sponsor of the Kentucky Derby Festival

JUST 20 MINUTES FROM DOWNTOWN LOUISVILLE





UPS is proud to be a presenting sponsor of Thunder Over Louisville





Our energies go to:

powering
a great
festival
tradition.

At LG&E, we're proud to support the Kentucky Derby Festival, a local tradition that energizes our community. And that's not all we're supporting. By offering competitive energy rates, excellent reliability, and a friendly business climate, we're also helping to boost the local economy by attracting new businesses and helping existing ones expand.



a PPL company

lge-ku.com

What's Inside

Kentucky Derby Festival

Fillies Members **9**

Royal Court **10-11**

5 Moments with Monte Durham **13**

Knights and Dames **15**

Event Calendar **21**

What's New with #KDF2017 **22**

Schedule of Events **23-44**

Ron Jasin: 2017 Poster Artist **50-52**

Bourbon: Another Round **62**

On The Track **66**

River City Drum Corps -
A Change is Gonna Come **70**

Remembering Ali **77**

KDF Building Celebrates 100 Years **82-83**

Thoroughbreds **84**

The Children's Tea: A History **95**

Corporate Sponsors **98-99**

KDF Staff **100**

Editorial Credits:

Publisher: Kentucky Derby Festival, Inc. / The Fillies, Inc.

Editor: Gary Stinson

Official Program Chair: Shannon Seebert

Editorial Contributors: Robert Hadley, Hannah Kingsbury, Mattie Hill, Aimee Boyd, Gary Stinson, Louisville Convention & Visitor's Bureau

Design: AD!FX LLC **Printing:** V.G. Reed & Sons, Inc.

Photography: Jamie Rhodes, Jonathan Roberts and Marvin Young

Important Notes: The cover features an image of the Official Kentucky Derby Festival Poster. The art is private property and not to be reutilized, copied or reproduced in any form - wholly or in part. The Pegasus trademark is the exclusive property of Kentucky Derby Festival, Inc. and unauthorized reproduction or usage is prohibited.

Contact Us:

Kentucky Derby Festival

1001 South Third Street

Louisville, Kentucky 40203

Phone: 502-584-FEST

Email: info@kdf.org

meijer®



derby festival connection

**Race
into Meijer
for all of your
derby festival
supplies.**

**visit your derby festival connection
at the following Meijer stores:**

Jeffersonville, IN

Allison Ln. & Hwy. 62 (10th St.)

New Albany, IN

Charlestown Rd., N. of I-265

Hurstbourne, KY

S. Hurstbourne Pkwy., N. of US-150

Springhurst, KY

Springhurst Towne Center on Westport Rd.

Preston Hwy., KY

Preston Hwy. at Gene Snyder Freeway

Dixie Hwy., KY

Dixie Hwy., just N. of Gene Snyder

proud sponsor



KENTUCKY DERBY
FESTIVAL



KEEPS YOUR HORSES CLEAN.

TOP TIER™ fuels from Valero® help keep your engine clean and running at its best.



VALERO®

THE POWER OF THE AMERICAN DREAM.

Driving a **Brighter Future** IN KENTUCKY

Ford in Louisville for **over 100 years**



Ford Motor Company has been an integral part of the Louisville and Kentuckiana community since beginning operations here in 1913.

Now, more than a century later, Ford Motor Company Fund and Community Services is touching lives and lifting spirits in a way that would have made the company's founder proud.





Volunteer service to the Kentucky Derby Festival for over 50 years

Active Members

Patricia Adkins
Shannon Adkins
Charlotte Akers
Patsy Allen ☼
Robin Anderson
Hedy Arrell
Tawana Bain
Susan Baker
Elisha Ballard
Juanita Beach ☼
Helen J. Berry
Becky Biesel
Kathy Bingham ♦
Paula Bishop
Sheree Bollinger
Barbara Bond
Mary Broecker ☼
Shari Broecker
Eleanor Duncan Brooks
Judy Brown
Barbara Bryant
Dale Budde
Jole' Burghy
Cheryl Butler
Vicki Byers ☼
Mary Carabella
Dianne Carli
Jackie Carrithers
Joyce Cato
Millie Clore
Sharon Conlin
Barbara Conway
Marilyn Coslow ☼ ♦
Becky Cowan ☼ ♦
Beth Crisillis
Sheri Dasgupta
Jocelyn Dave
Helen Davis ☼
Iva Davis

Shelly Davis
Abby Dennison
Julie Denton
Terri Donner
Julie Dorsey
Ann Dreisbach
Evie Edinger
Jude Elkins
Judy Erk
Cynthia Ernsperger
Cheryl Estep
Carmen Evans
Millicent Evans
Becky Fangman ☼
Kelly Farmer
Georgia Farnan
Jeanne Ferguson ☼
Debra Finneran
Cheryl Fisher
Kelly Fleenor
Gayle Ford
Cheryl Franck
Alex Freeman
Pamela Frick
Chris Fulkerson
Sally Galla ☼ ♦
Kimberley Gant
Marbeth Gibson
Valerie Gilliland
Elizabeth Godfrey
Carol Goodin ☼
Jo Graves ☼
Patricia Gray
Maria Gunnell
Tara Hagerty
Karen Hall
Wendy Hall
Katherine Halloran
Nancy Hampton

Kelly Hanna-Carroll
Marjorie Harbst
Patricia Harrison
Paula Harshaw
Christine Hill
Julie Hinson
Rita Hinton
Amy Hoffmann
Ashley Hoffmann
Sherri Hollingsworth
Cynthia Homayoun
Barbara Hood
Courtney Howell-Kidd
Darlin Hruska
Dana Huber
Amy DeRenzo Hulbert
Joanne Hurst
Barbara Isbell
Jenny Jacob ☼ ♦
Wendy Jacob ☼
Sharon Jenkins
Shannon Johnson
Shirl Johnson
Beatrice Jones
Cynthia Jones
Linda Jones
Lynn Jones
Christi Kaiser
Beverly Keepers
Elaine Key
Karen Kirchner
Denise Kirzinger
Patti Klika
Cheryl Beach Korb
Jeannie Kral
Robin Krawiec
Karen Krupiczewicz
Diane Kurtz
Nancy Laird

Karen Lawson
A. Gayl Leathers ☼
Cynthia Lewandowski
Mary A. Littrell
Terra Long
Bobbie Luton
Maxine Lutz ☼
Wendy Lytle
Delanor Manson
Sonia Marshall
Lois Mathews
Julia McCall
Becca McCarty
Dottie McNair
Whitney McNicol
Roberta McWhorter
Frances Mengel ☼
Kendall Merrick
Mary Lou Meyer ☼
Nelda Miles
Kristen Miller
Linda Miller ☼
Melanie Miller
Anne Milliman
Betty Moberly
Susan Moore
Marcia Murphy
Nancy Naxera
Anissa Neubauer
Melissa Nord
Michele Oberst
Cindy Ogden
Lauren Ogden

Trish Osborn ☼
Becky Owen
Lisa Pantoja
Mildred Payne
Shirley Payne
Beverly Pendleton
Lorena Peter
Heather Peters
Cindy Philpott
Eileen Polley
Anna Potter
Carol Powell
Lisa Quiggins-Pittman
Elizabeth Rapaport
Debra Rayman
Jennifer Reece
Lana Reinhart
Tabatha Rhodes
Natalie Richards
Linda Riggie
Charlee Robbins
Carey Ronan
Mitzi Root
Gail Russell
Nancy Rust ☼
Dana Sanders
Terri Sanders
Terri Saunders
Linda Schaaf
Jan Scholtz
Shannon Seebert
Stacy Serad ♦
Carolyn Sheldon

Amy Smith
Debbie Smith
Mollie Smith
Victoria Snelling
Caroline Sommers
Sheryl Sprigler
Angie Springate
Jennifer Stebbins
Linda Steder
Robbie Steder
Joyce Stephenson
Joan Strafer
Barbara Sworin
Sandy Talbott
Bonnie Taylor
Nadareca Thibaux
Glenda Thome ☼
Suzann Thompson ☼ ♦
Joanne Tingley ☼
Aida Touma
Barb Wainwright
Jody Watson
Jean Weyland ☼
Chris Whelan ☼
Marlene Will
Lou Ellen Williams ☼
Thelma Williams
Casey Wilson
Annalee Worthington
Dr. Denise Yates

Provisional Members

Karen Bunnell
Paula Campbell
Lauren Cavanaugh
Linda Danna ♦
Gail Deye
Diann Dries
Kara Goodin
Sally Gray

Jamie Hammond
Pamela Hendrickson
Sarah Huelsman
Jennifer Matthiessen
Shannon McAllister
Pamela McGuyer
Anne Miller
Jessica Moore

Eva Poole
Rebecca Ragland
Melody Raymond
Traci Stemmle
Jennifer Stinnett
Sheryl Stone

Associate Members

Kathy Bellande
Pat Breathitt
Mary Ann Cheatham
Beth Crisillis
Patricia Damron
Jane Garcia
Barbara Gargala

Kathy Henderson
Ann Hettinger
Vicki Hillerich ☼
Nancy Kapfhammer
Barbara Knebelkamp
Jan Kottke
Sandy Libs

Norma Oberst ☼
Betty Schutte
Nancy Welter ☼
Susan Wolff

Non Resident

Anita Donaldson
Kelly Durham
Mary Jo Gohmann

Gayle Haley
Darlene Hill
Starr Panther

Grace Poganski
Patricia Diane Ricciardi

KEY ☼ Past President of the Fillies, Inc.
♦ Kentucky Derby Festival Board
☼ Kentucky Derby Festival Foundation Board



The Fillies 2016 - 2017 Board of Directors

Past Derby Festival Queens

1957 Jackie Love
 1958 Pat Travis
 1959 Martha Layne Hall
 (future Governor Collins)
 1960 Lillian Campbell
 1961 Dillard Marr
 1962 Jane Helm
 1963 Judy Roach
 1964 Trudie Musson
 1965 Jennifer Burcham
 1966 Lynne Girdler
 1967 Julie Short
 1968 Lynn Morris Haymond
 1969 Melinda Milliken
 1970 Starr Sprigg
 1971 Jennifer Lynn Storm
 1972 Gail Gorski
 1973 Julie Williams
 1974 Marion R. McCord
 1975 Annette Grundy
 1976 Kathy Carpenter
 1977 Robin Marie Clore
 1978 Elizabeth Page Penna
 1979 Ronda Marie Hartlage
 1980 Holly Wright
 1981 Gwen Francis Hettinger
 1982 Mia Todd
 1983 Lala Michele Thomas
 1984 Jessica Elizabeth Thomas
 1985 Peggy Barton
 1986 Kristen Zapata
 1987 Jennifer Lynn Stratton
 1988 Christina Lynn Levy
 1989 Margaret McGaw
 1990 Heather Marie Peet
 1991 Kristi Wright
 1992 Michelle Gaines
 1993 Preethi Anathakrishnan
 1994 Melissa Purvis
 1995 Tara Lutz
 1996 Charliese Brown
 1997 Leslie Ann Corbett
 1998 Natalie Ann Hallal
 1999 Michelle Elaine Ackerman
 2000 Kerri Richardson
 2001 Anne Marie Abell
 2002 Caryn Rae Willian
 2003 Rebecca DeSensi
 2004 Maria Maldonado
 2005 Brittany Diane Carpenter
 2006 Patti Jo Grice
 2007 Charlee Doom
 2008 Taléa Renee Drummer
 2009 Harini Chenna
 2010 Megan Imel
 2011 Trisha Maclin
 2012 Kaelyn Gault
 2013 Cameryn Jones
 2014 Julia Springate
 2015 Briana Lathon
 2016 Madison Orman



Daphne Wolridge

Louisville, KY

18-year-old Freshman at the University of Louisville majoring in Secondary Education English with a minor in Pan-African Studies. She is a Porter Scholar, Whitney M. Young Scholar, on the Dean's List and received over \$1 million dollars in awards and scholarships upon graduating from Louisville's Male High School. Daphne is part of the Minority Teacher Recruitment Program, a C.O.N.E.C.T Mentor and volunteers at Indian Trail Elementary.



Kailee Barnes

Louisville, KY

19-year-old Sophomore at the University of Kentucky majoring in Human Health Sciences as a Pre-Med student. She is a Presidential Scholar, on the Dean's List, and is the Sisterhood Chair of Kappa Delta -Epsilon Omega Chapter. Kailee serves on the Pre-Medical Activities Council and volunteers at UK Hospital in Lexington.



Sidney Cobb

Frankfort, KY

20-year-old Sophomore at the University of Louisville. A Pre-Law student, majoring in Political Science and History. Sidney is a National Merit Scholar, a McConnell Scholar, on the Dean's List, and is a Heather French Henry Quality of Life Winner. Sidney is Vice Chair of Engaging Issues for the Student Activities Board and also serves as a Citizenship Instructor at Kentucky Refugee Ministries.



Taylor Young

Louisville, KY

20-year-old Junior at the University of Louisville majoring in Secondary Education. She is a Woodford R. Porter Scholar, on the Dean's List, part of the Minority Teacher Recruitment Program, and serves as an Event Coordinator for the Society of Porter Scholars. Taylor also volunteers for Boys and Girls Clubs of Kentuckiana.



Natalie Brown

Crestwood, KY

21-year-old, Senior at the University of Louisville majoring in Communications. She is a Trustees Scholar, Honors Scholar, on the Student Orientation Staff and serves as a Cardinal Ambassador. Natalie hosts a Student News Show at UofL and also volunteers for Heuser Hearing Institute with the Delta Zeta Sorority.

2017

Kentucky Derby Festival Princesses

Chosen each year as ambassadors for the Kentucky Derby Festival, the Royal Court is made up of young women from around the state. Selected from a pool of more than 100 applicants, these five women will attend nearly all of the 70-plus Derby Festival events starting with Festival Unveiled and ending with the Republic Bank Pegasus Parade on May 4.

In addition, the Royal Court will make multiple appearances at area schools and charity events to discuss the importance of academics, volunteerism and community involvement. One of these five will be named the Derby Festival Queen with the traditional spin-of-the-wheel at the Fillies Derby Ball on April 8.

The Fillies DERBY BALL

Join us April 8 for One of the
Most Anticipated Events of the Season

Louisville Marriott Downtown

Coronation of the Queen and Her Court
Induction of 2017 Knights & Dames
Dinner and Dancing

For tickets visit KDF.org/FilliesDerbyBall

Special Thanks for support and donations to the Queen and Her Court:

Queens Crown creation of: Todd Merkley **Scepter creation of:** Seng Jewelers

Tiaras & Ballgowns: The Bridal Suite of Louisville **Pendant:** Merkley Kendrick Jewelers

Photo Location: Speed Art Museum

Accommodations: Galt House Hotel, Hilton Garden Inn - Paddock Shops, Louisville Marriott Downtown

Wardrobe and Sponsors: Apricot Lane, Blades Salon, Blu Boutique, Blue Palm Accessories, Bob Shrader "Bluegrass & Backroads", Bobbi Lynn's Boutique, Cabi, Churchill Downs, The Clothes Boutique, Col. John Aubrey - Jefferson County Sheriff, Colonial Designs, Crush Boutique, Diva Studio and Day Spa, The Fillies Inc., General Eccentric, Geoff Brosky, Goldberg Simpson Attorneys, The Hat Girls, Image Works Studios, Jeff Wyler Honda, Kentucky Derby Festival, Koi Gallery at the Galt House, Little Miss Dress Up, Louisville Slugger Museum & Factory, Macy's, Men's Wearhouse, MotoPhoto, Off Broadway Shoes, Peppermint Palm, Pix Shoes of Louisville, Posh, Sister's Tea Parlor, Today's Woman, Tou-che', Two Chicks and Co., Versona, Vineyard Vines, White House Black Market, Work the Metal



Discover Fresh!



1 You've been involved with the Kentucky Derby Festival for a few years now. What makes this Festival so special?

That's easy...it's the tradition. There is a special enthusiasm in Louisville that you don't see everywhere. Everyone is so friendly; Louisvillians are so accepting and welcoming. And they want to share that love with everyone that visits!

2 At this point you have become more than a guest of KDF...you're a part of the Festival Family. What has been your favorite part of the last 3 years?

Believe it or not, one of my favorite parts has been seeing everything the Festival team does behind the scenes...and I don't think a lot of guests are fortunate enough to see that! It's so exciting to get to meet everyone that is involved, down to the spectators. I love every chance I get to interact with people. I think that's why the Republic Bank Pegasus Parade is my favorite event...I get to ride down the road and see the impact this Festival has on the community. Another big highlight was being named a Kentucky Colonel by former Kentucky Governor Steve Beshear. I was beyond honored.

5 Moments with

Monte Durham

from TLC's *Yes to the Dress: Atlanta*

3 You had a fun new level of involvement with KDF for 2017 -- You helped us select our Royal Court! What were you looking for in the 5 girls selected?

I had a very simple criteria; poise, confidence and knowledge of the Festival. I have to say, it was so hard selecting the final Royal Court. All of the girls that we interviewed stood out. There were some tough decisions that had to be made, but we definitely got it right.

4 Fashion is an important part of our big party. What do you see as the next big trend in spring fashion?

There are some BIG trends right now. We're seeing a lot of prints and girls are covering themselves a lot more. There's a definite return to the 60s lately. I believe the movie "Jackie" has inspired designers to return to a clean, classic look. We're seeing that translated to bridal, prom and even the red carpet.



5 Everyone knows that you love to take a good selfie. What are the 3 most important tips for anyone taking a great selfie?

Step One: This is the one time you want to go into the light...Always face direct light.

Step Two: Raise your arm above your head, camera in hand.

Step Three: Tilt the phone down. It makes for a great angle.

And now, you too, will have the perfect selfie!

SPORTS MEDICINE URGENT CARE CLINIC

OPEN MON-FRI, 5PM-9PM AND SAT 9AM-12PM

Introducing Sports Medicine Urgent Care at Medical Center Jewish Northeast. Featuring the best after-hours orthopedic care, we'll help you get back into the game safely and quickly. Walk-ins are welcome, no appointment is necessary, and there's plenty of convenient parking. Welcome to pro-care, on your schedule.

MEDICAL CENTER JEWISH NORTHEAST
2401 Terra Crossing Blvd. · Louisville, KY 40245
KentuckyOneHealth.org/Sports-Medicine-Urgent-Care
844.603.8014



KentuckyOne Health®

Sports Medicine Urgent Care

Official Health Care Provider for the Louisville Cardinals 

KNIGHTS & DAMES

The Knights and Dames of the Court are chosen from outstanding Kentuckians by both The Fillies, Inc. and the Kentucky Derby Festival. The court increase each year by the knighting of individuals, male or female, who are selected because of their community, Fillies, or Kentucky Derby Festival involvement.

Jeanette Aboud
Mayor Jerry Abramson
John T. Acree †
Flora Howell Adkins †
Patsy Allen
Russell Anderson †
Mayor David L. Armstrong
Col. John Aubrey
Thomas A. Ballantine †
Juanita R. Beach
William Beach
Helen H. Berry
Michael E. Berry
Barry Bingham, Sr. †
James K. Booher †
James Chandler Bowling †
Smith Broadbent †
Andrew Broadus †
Brad Broecker
Carla Sue Broecker
Leslie Broecker
Mary B. Broecker
Foster Brooks †
James W. Browitt †
John Y. Brown, Jr.
Robinson S. Brown, Jr. †
Frank W. Burke †
Mary Helen Byck †
Stanley J. Byers †
Vicki B. Byers
Ellen Greenwell Camentz †
Don A. Campbell †
William W. Campbell
James E. Carrico
Julian M. Carroll
Basil P. Caummisar †
Gil Clark †
Albert G. Clay †
Carolle Jones Clay
Edwin Coburn †
Archibald P. Cochran †
Martha Layne Collins
William Collins †
Bert Combs †
Richard B. Condon †
Marlow W. Cook †
Patricia Cooksey
James H. Corbett
Marilyn Coslow
Rebecca B. Cowan
William O. Cowger †
Barbara S. Cox †
Denny Crum
Stan Curtis

Dr. Philip Davidson †
Barbara Davis †
Benn Davis †
Helen Davis
Dr. William G. Davis †
Lyman Dawson †
Pat Day
Harry Dennerly
Thomas A. DeMuth †
Dr. Frank Dickey †
Chris Dickinson
Dr. Adron Doran †
Joseph Edens †
Dr. Rudy J. Ellis †
Rebecca Fangman
Jeanne H. Ferguson
Mayor Greg Fischer
Paul M. Fischer †
Sally Hillerich Galla
Mary Jean W. Gandolfo
George E. Gans †
Samuel H. Gifford †
W. Clyde Glass †
George M. Goetz †
Carol H. Goodin
C. Hunter Green †
Robert J. Greenwell †
John R. Guthrie
Louise S. Halloran †
Ryan A. Halloran †
Doug Hamilton
Doris R. Hancock †
John H. Hardwick †
Ben Harper
John H. Harralson, Jr.
Robert M. "Rip" Hatfield
Carol W. Hebel
Guy W. Hempel
Henry V. Heuser †
David W. Higgins †
Judge Richard H. Hill †
Vicki J. Hillerich
Ja Hillibrand
Barbara M. Hoffman
Louis J. Hollenbach, III
Frank B. Hower, Jr. †
Cornelius E. Hubbuch †
J. Seaton Huff †
Dr. Donald W. Ingwerson
Jenny Jacob
Wendy Jacob
Spencer T. Jones †
Jon Jory
James S. Judy

Edward J. Jungbert, Jr. †
Mike Kallay
Herman M. Kessler, Sr. †
Frank "Pee Wee" King †
James O. King, Jr. †
Samuel H. Klein †
Wathen R. Knebelkamp †
Fred J. Kunz, Sr. †
Baylor Landrum, Jr. †
Dr. Allan M. Lansing
Dr. Kenton D. Leatherman †
Gayl H. Leathers
Dr. Irvin E. Lunger †
Maxine T. Lutz
Robert E. McDowell †
Addison F. McGhee †
Evelyn G. Mahaffey †
Daniel A. Mangeot †
Fred M. McClellan †
Donald G. McClinton
Linda McGinity-Jackson
Penny McGtighe †
Thomas H. Meeker
Frances Mengel
Brian Merkley
William E. Merkley
Arthur J. Metzler †
Mary Lou Meyer
Martha S. Miller
Mary W. Miller
William R. Moore †
Ballard T. Morton †
Thurston B. Morton †
Mary Moseley
David Nett
Nancy Norris
Norma V. Oberst
Henry Y. Offutt †
Nancy S. O'Hearn
Thomas T. O'Hearn
Trish Osborn
Dan Owens
Mike Patterson
Katherine G. Peden †
Dr. Eugene Petrik †
Roy Potts
Frank G. Rankin †
General Dillman A. Rash †
Mitchell Rayman, Jr.
John W. Robinson †
John M. Robinson, Jr. †
Nancy C. Rollings †
Bernard D. Rosenthal
Mrs. W. Fielding (Rose) Rubel †

Earl Ruby †
Nancy T. Rulketter †
Nancy L. Rust
D.A. Sachs, III †
Colonel Harland Sanders †
Suanne Sanders †
Robert R. Scherer †
Kenneth A. Schmied †
Al J. Schneider †
John G. Seiler †
William J. Sheehy †
Dr. Harvey I. Sloane
Charles R. Smith
Sam Smith
Mac Smith †
Marlyn Y. Smith
David H. Snowden
Adelyn D. Spalding †
Betty Sprigg †
William Stansbury †
Rebecca L. Stark
A. Lynn Stone
Susan B. Stratton
Dr. Woodrow M. Strickler †
Arthur T. Sturgeon †
William E. Summers, III †
William E. Summers, IV
Enos Swain †
Dr. Hambleton Tapp †
Dr. Kelly Thompson †
Suzann Thompson
Joanne G. Tingley
Lewis C. Tingley †
Steve Trager
Milton S. Trost †
Richard VanHoose †
K.P. Vinsel †
Jean Weyland
Nancy L. Welter
Marjorie Werst †
Chris Whelan
C.V. Whitney †
Marian Jean Nall Wilbers †
Billy Duncan Williams †
Lou Ellen Williams
W. Armin Willig †
Raymond Wimbung †
Ralph C. Wooton †
Wendell P. Wright
Wilson W. Wyatt, Sr. †
Whitney M. Young †

Deceased †

Corporate Table Sponsors

Advanced Lifeline Respiratory Services
Allied Ready Mix, LLC
Anthem
American Founders Bank
City of New Albany
Cris and Kathy Bingham

Mike and Julie Hinson
Ivy Tech Community College
Kroger
LG&E a PPL Company
Masonic Homes of Kentucky, Inc.
Meijer

Norton Healthcare
PNC Bank
Southern Indiana Realtors Association
WHAS 11
YUM! Brands Foundation

The Fillies Derby Ball Special Thanks

Contributing Sponsor: Brown-Forman. Media Sponsors: TOPS Louisville and 102.3 The Max.



PROUD SPONSOR OF THE KENTUCKY DERBY FESTIVAL

Papa John
FOUNDER
PIZZA MAKER





Covered with **KINDNESS**

Individual and Family Health Insurance

Sure, we provide health insurance. But more than that, we make certain, through all the twists and turns in your life, you'll always have a friend by your side.


CareSource®

[CareSource.com](https://www.CareSource.com)

RUN FASTER.

live healthier.



NORTON
SPORTS HEALTH

Any athlete. Any age.





Hands on.

We proudly support the
Kentucky Derby Festival.



Member FDIC

**Stock
Yards®**
Bank & Trust

**A TRUSTED PARTNER
since 1904**



Thanks to all of our 2017 OFFICIAL PRODUCT SPONSORS

THANKS



OFFICIAL VIDEOGRAPHER



OFFICIAL BUBBLY PARTNER



OFFICIAL COURIER SERVICE



OFFICIAL PICTURE FRAMER



OFFICIAL FINE JEWELER



OFFICIAL CHOCOLATE



OFFICIAL AFTER PARTY
DESTINATION



OFFICIAL VEHICLE



OFFICIAL BEEF PARTNER



OFFICIAL PIE



OFFICIAL WINE PARTNER



OFFICIAL PEST CONTROL
PARTNER



OFFICIAL PIZZA



OFFICIAL TWO-WAY RADIO
PROVIDER



OFFICIAL LIMOUSINE AND
TRANSPORTATION SERVICE



OFFICIAL REAL ESTATE PARTNER



OFFICIAL TRUCK RENTAL
PARTNER



OFFICIAL FLORIST



OFFICIAL EVENT DECORATOR



OFFICIAL HAT DESIGNER



OFFICIAL COFFEE



OFFICIAL VODKA



OFFICIAL EYE CARE
PARTNER



JAMIE RHODES
JONATHAN ROBERTS
MARVIN YOUNG

OFFICIAL PHOTOGRAPHERS

KDF.ORG • #KDF2017





KENTUCKY DERBY
FESTIVAL

JANUARY

Thursday, Jan 12-Apr 29 pg 23
NORTON SPORTS HEALTH
TRAINING PROGRAM

MARCH

Thursday, March 2 pg 23
FESTIVAL UNVEILED PRESENTED BY
CITIZENS UNION BANK AND
FOUR ROSES BOURBON

Saturday, March 4 pg 23
INDIANA UNIVERSITY SOUTHEAST
KDF FOUNDATION ROBORUMBLE
REGIONAL ROBOTIC TOURNAMENT

Monday, March 6 pg 23
2017 PEGASUS PINS GO PUBLIC

Saturday, March 11 pg 23
FORD MOTOR COMPANY
SPELLING BEE

Saturday, March 25 pg 23
KDF FOUNDATION ACADEMIC
CHALLENGESM PRESENTED BY
SULLIVAN UNIVERSITY

METRO PARKS & RECREATION
STEPFEST

Thursday, March 30 pg 25
MACY'S PRESENTS THE
SPRING FASHION SHOWSM

2017 EVENT CALENDAR

For the most up-to-date information visit **KDF.org**

APRIL

Saturday, April 8 pg 25
THE FILLIES DERBY BALL

Tuesday, April 11 pg 25
STUDENT ART CONTEST PRESENTED
BY THE FILLIES, INC.

Thursday, April 13 pg 25
KING SOUTHERN BANK
BOURBONVILLESM

Friday, April 14 pg 25
HORSESHOE FOUNDATION
NIGHT OF THE FUTURE STARS[®]

Saturday, April 15 pg 25
BASKETBALL CLASSIC
PRESENTED BY PAPA JOHN'S

Saturday, April 15-23 pg 26
GIVE A DAY:
MAYOR'S WEEK OF SERVICE

Monday, April 17 pg 26
KDF FOUNDATION
PRO-AM GOLF TOURNAMENT

Thursday, Apr 20-30 pg 26
STOCK YARDS BANK \$1 MILLION
DOLLAR HOLE-IN-ONE GOLF
CONTESTSM

Friday, April 21 pg 26
THEY'RE OFF! LUNCHEON

Saturday, Apr 22-30 pg 27
VOLLEYBALL CLASSIC

Saturday, April 22 pg 27
OPENING CEREMONIES:
THUNDER OVER LOUISVILLE[®]

Sunday, April 23-29 pg 27
LOUISVILLE CUP SOCCER
TOURNAMENT PRESENTED BY
KENTUCKY FIRE JUNIORS

Tuesday, April 25 pg 27
TASTE OF DERBY FESTIVAL[®]

Thursday, April 27-28 pg 28
RACE EXPO AND PACKET PICK-UP

Thursday, April 27-29 pg 28
U.S. BANK GREAT BALLOONFESTSM

Thursday, April 27-May 5 pg 28
KROGER'S FEST-A-VILLESM
ON THE WATERFRONT
CHOW WAGON[®]

Friday, April 28 pg 28
RUNNING WILD[®] PASTA PARTY

OHIO VALLEY WRESTLING
RUN FOR THE ROPES

NEIGH-MASTE ON THE
WATERFRONT

FRIDAY CONCERT - DAYA AT
WATERFRONT JAM

Friday, April 28-29 pg 31
DA'VILLE CLASSIC DRUM LINE
SHOWCASE

Saturday, April 29 pg 31-33
MARATHON/miniMARATHON[®]
PRESENTED BY WALMART AND
HUMANA

NPC DERBY CHAMPIONSHIPS

KEN-DUCKY DERBY

FITNESS JAM

THESLICE: SPICE, STYLE AND SOUL
SATURDAY CONCERT - 97.5 WAMZ
PRESENTS HUNTER HAYES WITH
SPECIAL GUEST CARLY PEARCE AT
WATERFRONT JAM

Sunday, April 30 pg 33-37
PNC TOUR de LOUSM

MAYOR'S DERBY BRUNCH
ON THE RIVER

"V FOUNDATION" CELEBRITY
BOCCE TOURNAMENT

THE CHILDREN'S TEA WITH THE
KDF PRINCESSES PRESENTED BY
BIGELOW TEA

YMCA HEALTHY KIDS DAY[®]
PRESENTED BY HUMANA

PASSPORT GOSPELFESTSM

LOUISVILLE YOUTH ORCHESTRA
CONCERT

CELEBRATION SUNDAY CONCERT -
SIDEWALK PROPHETS
PRESENTED BY WJIE AT
WATERFRONT JAM

STOCK YARDS BANK \$1 MILLION
DOLLAR HOLE-IN-ONE GOLF
CONTESTSM SEMI FINALS

MAY

Monday, May 1 pg 37
THORNTONS GREAT BED RACES
HAPPYTAIL HOUR

KNIGHTS OF COLUMBUS CHARITY
DINNER

Monday, May 1-2 pg 37
AT&T MORNING LINE

Tuesday, May 2 pg 37-38
DON FIGHTMASTER GOLF OUTING
FOR EXCEPTIONAL CHILDREN

REPUBLIC BANK
PEGASUS[®] PARADE PREVIEW PARTY

TEXAS HOLD'EM TOURNAMENT

HEALTH FAIR PRESENTED BY
WELLCARE HEALTH PLANS

STOCK YARDS BANK \$1 MILLION
DOLLAR HOLE-IN-ONE GOLF
CONTESTSM FINALS

TUESDAY CONCERT - SUGARHILL
GANG WITH SPECIAL GUESTS
GRANDMASTER DEE
FEATURING KURTIS BLOW AT
WATERFRONT JAM

Tuesday, May 2-3 pg 41
KENTUCKY PROUD WINEFEST

Wednesday, May 3 pg 41-42
BATTLE OF THE BOUNCE

GREAT STEAMBOAT RACE

BEERFEST PRESENTED BY
AMERICAN FOUNDERS BANK

WEDNESDAY CONCERT - DRIVE-BY
TRUCKERS PRESENTED BY WFPK
AT WATERFRONT JAM

Thursday, May 4 pg 42
CELEBRITY DAY AT THE DOWNS
PRESENTED BY KENTUCKIANA
HONDA DEALERS

REPUBLIC BANK PEGASUS[®] PARADE
THURSDAY CONCERT - JIMMY EAT
WORLD AT WATERFRONT JAM

Friday, May 5 pg 42
FRIDAY CONCERT -
WATERFRONT JAM

Saturday, May 6 pg 44
143rd RUNNING OF THE
KENTUCKY DERBY - For Derby
information contact Churchill Downs
(502) 636-4400.

Sunday, May 7 pg 44
CINCO DE MAYO FIESTA

Friday, May 12 pg 44
PEGASUS PIN[®] GOLD PIN WINNER
GRAND PRIZE DRAWING

Saturday, March 4



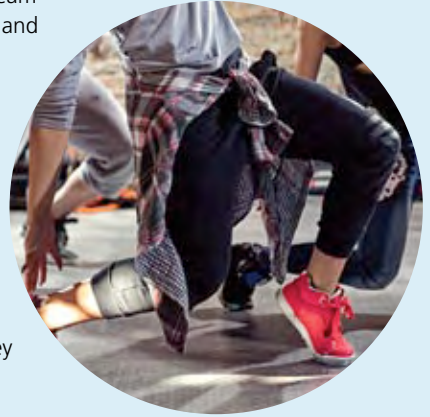
**INDIANA UNIVERSITY SOUTHEAST KDF FOUNDATION
ROBORUMBLE REGIONAL ROBOTIC TOURNAMENT**

Ramsey Middle School. Regional STEM robotics competition allowing students to design, build and compete with robots. Coordinated by Jefferson County Public Schools. A Kentucky Derby Festival Foundation Event. For more information contact Pamela Howell at Pamela.Howell@jefferson.kyschools.us or call (502) 485-3010. Sponsor: Indiana University Southeast.

Saturday, March 25

METRO PARKS & RECREATION STEPFEST

duPont Manual High School. Step team competition for Elementary, Middle and High School step teams, as well as community step groups. Division winners receive cash prizes and will be featured in the 2017 Republic Bank Pegasus Parade. Produced by Metro Parks & Recreation. Admission for spectators is \$5 for adults, \$3 for children 12 and under. To enter the free competition or for more information contact Laneisha Beasley at (502) 574-3206 or Laneisha.beasley@louisvilleky.gov.



What's **NEW** with **#KDF2017**

Thursday, April 13

KING SOUTHERN BANK BOURBONVILLE

The Louisville Palace. Mix, mingle and enjoy Bourbon Specialty Drinks at the newest Kentucky Derby Festival event. Taste signature drinks from Kentucky's Bourbon distilleries, enjoy Bourbon-inspired cuisine and meet the Master Distillers. Tickets: \$50 General Admission; \$75 VIP Experience. General admission tickets include Bourbon and food tastings, commemorative glass and Bourbonville pin. VIP includes complete event experience, plus 5 p.m. early entry, theater tours, and premium gift bag. (21 and over only. Must present ID upon entry.) Tickets available by calling (502) 584-FEST or online at KDF.org. Sponsor: King Southern Bank. Contributing Sponsors: Liquor Barn and Falls City.



Sunday, April 30

YMCA HEALTHY KIDS DAY PRESENTED BY HUMANA

Free, family friendly fitness event on the North Great Lawn at Waterfront Park inside Kroger's Fest-a-Ville. Features interactive activities, community vendors, inflatables, group exercise classes and the miniFun Run. For kids ages 3 and older, plus adults. Coordinated by YMCA of Greater Louisville. Sponsor: Humana. Media Sponsors: 102.3 The Max and Today's Family Magazine. For more information visit YMCALouisville.org or call 502-587-9622. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



Friday, April 28

**NEIGH-MASTE ON THE
WATERFRONT**

Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Relax and recharge at this yoga event at the Waterfront. Admission is free with a 2017 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



Sunday, April 30

**"V FOUNDATION" CELEBRITY
BOCCE TOURNAMENT**

Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Have fun and play bocce with celebrities for a great cause at the Waterfront. For registration information go to www.jimmyvlouisville.org. Admission for spectators is free with a 2017 Pegasus Pin®. Sponsor: Money Concepts (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

2017 SCHEDULE OF EVENTS

The Board of Directors and staff, our 4,000 volunteers and over 400 sponsors welcome you to one of America's greatest community celebrations. This whirlwind of colorful activities is a wonderful time in this community and we hope you enjoy it.

The KENTUCKY DERBY FESTIVAL is a private, not-for-profit, community organization dedicated to providing unique entertainment for the Greater Louisville area. Entertaining over 1.5 million people, the KENTUCKY DERBY FESTIVAL is one of the nation's top festivals. With nearly 70 special events, there is something for everyone.

LOOK FOR THESE SYMBOLS THROUGHOUT THE CALENDAR FOR QUICK REFERENCE



FREE with Pegasus Pin



Family Friendly



Food Lovers



Music Lovers



Ticket Required



Social Events



Health & Fitness



Over 21



Festival Favorite



Sports Fans

Thursday, Jan 12 - April 29

NORTON SPORTS HEALTH TRAINING PROGRAM



6:00 PM. Kentucky Derby Museum. Sponsor: Norton Sports Health. Contributing Sponsor: Swags Sport Shoes. Media Sponsor: 102.3 The Max. 14-week Training program for the Kentucky Derby Festival Marathon/miniMarathon. For more info, log on to www.derbyfestivalmarathon.com.



Thursday, March 2

FESTIVAL UNVEILED PRESENTED BY CITIZENS UNION BANK AND FOUR ROSES BOURBON



5:00 PM. **NEW LOCATION:** Tim Faulkner Gallery. Join the Kentucky Derby Festival for a special unveiling of the 2017 Festival, including the Official Poster and merchandise line, as well as the 14th annual Four Roses Rose Julep Recipe Contest, where guests can help judge. (21 and over only. Must present ID upon entry.) Sponsors: Citizens Union Bank and Four Roses Bourbon. Contributing Sponsor: Ladyfingers Catering. Media Sponsors: *LEO Weekly* and 106.9 PLAY.

Saturday, March 4

INDIANA UNIVERSITY SOUTHEAST KDF FOUNDATION ROBORUMBLE REGIONAL ROBOTIC TOURNAMENT



Doors open 8 AM. Competition begins 9 AM. Award Ceremony 4 PM. Ramsey Middle School. Regional STEM robotics competition allowing students to design, build and compete with robots. Produced by Jefferson County Public Schools. A Kentucky Derby Festival Foundation Event. For more information contact Pamela Howell at Pamela.Howell@jefferson.kyschools.us or call (502) 485-3010. Sponsor: Indiana University Southeast.

Monday, March 6

2017 PEGASUS PINS GO PUBLIC

Pegasus Pins are your ticket to more than 30+ events and concerts on the Kentucky Derby Festival schedule and are available at more than 1,000 retail outlets. In 2017, any Pin is your opportunity to win a Weekly Grand Prize beginning Friday, March 17 – Friday, May 5! Gold Winner Pins are also eligible to win a Honda CR-V on Friday, May 12. To be eligible, register pins using the KDF App or online at PegasusPins.com. Pins are \$6 at retail, \$7 at events.

Saturday, March 11

FORD MOTOR COMPANY SPELLING BEE



11 AM. Bomhard Theater at The Kentucky Center. Admission free for spectators. Top spelling bee competition for 4th through 8th grade students in Kentucky and Southern Indiana. Sponsor: Ford Motor Company. Media Sponsors: 840 WHAS and *Kentucky Monthly*.

Saturday, March 25

KDF FOUNDATION ACADEMIC CHALLENGESM PRESENTED BY SULLIVAN UNIVERSITY



8 AM – 3 PM. Hyatt Regency Hotel. A quick recall competition for elementary school students. Produced by Jefferson County Public Schools. A Kentucky Derby Festival Foundation Event. For more information contact Doug Wilham at (502) 485-3702. Sponsor: Sullivan University.





KENTUCKY DERBY

FESTIVAL®

**MACY'S IS PROUD TO PRESENT
THE KENTUCKY DERBY FESTIVAL
SPRING FASHION SHOW.**

**Be sure to visit Macy's Oxmoor
throughout the season for fun
and exciting events.**

**RUN FOR THE ROSES
FLORAL ARRANGEMENT CLASS
MACY'S OXMOOR
THURSDAY – APRIL 13TH**

**FILLIES & GENTS
FASHION EVENT
MACY'S OXMOOR
SATURDAY – APRIL 15TH**

For more information on these or any
other Macy's event, please visit
macys.com/events.



macy's

*Events subject to change or cancellation



Saturday March 25

METRO PARKS & RECREATION STEP FEST



1 PM – 5 PM. duPont Manual High School. Step team competition for Elementary, Middle and High School step teams, as well as community step groups. Division winners receive cash prizes and will be featured in the 2017 Republic Bank Pegasus Parade. Produced by Metro Parks & Recreation. Admission for spectators is \$5 for adults, \$3 for children 12 and under. To enter the free competition or for more information contact Laneisha Beasley at (502) 574-3206 or Laneisha.beasley@louisvilleky.gov.

Thursday, March 30

MACY'S PRESENTS THE SPRING FASHION SHOWSM



Cocktails 5:30 PM. Dinner 7 PM. Show 8 PM. Showroom, Horseshoe Southern Indiana. Reserved seating: \$750 Table of 10 or \$75 each. Lounge ticket: \$35 (General Admission). Tickets available at KDF.org, or call (502) 584-FEST. Sponsor: Macy's. Contributing Sponsors: Guess?, Inc., Horseshoe Southern Indiana, and J Michael's Spa & Salon. Media Sponsors: *The Voice-Tribune* and 102.3 The Max.

Saturday, April 8

THE FILLIES DERBY BALL



Cocktails 6:30 PM. Call to the Post 7:15 PM. Queen's Coronation 7:30 PM. Dinner 8:00 PM. Dancing 9:00PM–1:00AM. Louisville Marriot Downtown. Entertainment by The Sensations. Tickets \$175 each, VIP Table of 10 is \$2,500, includes dinner and dancing. Produced by The Fillies, Inc. Contributing Sponsor: Brown-Forman Corporation. Media Sponsors: *TOPS Louisville* and 102.3 The Max. For tickets visit KDF.org or call (502) 572-3856. Portion of proceeds benefits Kentucky Derby Festival Foundation.



Tuesday, April 11

KDF FOUNDATION STUDENT ART CONTEST PRESENTED BY THE FILLIES, INC



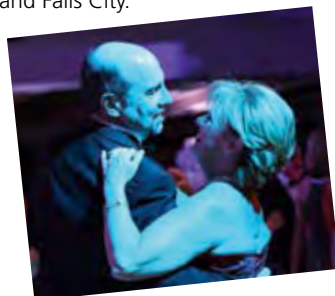
Reception 6:30 PM. Awards Ceremony 7:00 PM. DuPont Manual High School. Awards ceremony for students in grades K-12 participating in the Kentucky Derby Festival Foundation's Student Art Contest. A Kentucky Derby Festival Foundation Event. Sponsor: The Fillies, Inc. Contributing Sponsor: Kentucky College of Art + Design at Spalding University. Media Sponsor: ARTxFM.

Thursday, April 13

KING SOUTHERN BANK BOURBONVILLESM



6:00 PM. The Louisville Palace. Mix, mingle and enjoy Bourbon Specialty Drinks at the newest Kentucky Derby Festival event. Taste signature drinks from Kentucky's Bourbon distilleries, enjoy Bourbon-inspired cuisine and meet the Master Distillers. Tickets: \$50 General Admission; \$75 VIP Experience. General admission tickets include Bourbon and food tastings, commemorative glass and Bourbonville pin. VIP includes complete event experience, plus 5 p.m. early entry, theater tours, and premium gift bag. (21 and over only. Must present ID upon entry.) Tickets available by calling (502) 584-FEST or online at KDF.org. Sponsor: King Southern Bank. Contributing Sponsors: Liquor Barn and Falls City.



Friday, April 14

HORSESHOE FOUNDATION NIGHT OF THE FUTURE STARS[®]



7 PM. NEW LOCATION: Indiana University Southeast Activities Building. Admission free with 2017 Pegasus Pin or Basketball Classic ticket. Tickets on sale at all TicketMaster locations, TicketMaster.com or call (800) 745-3000 or the Freedom Hall box office at (502) 367-5144. One-hour autograph signing session immediately following the event (2 items per person limit). Limited seating available. Sponsor: Horseshoe Foundation of Floyd County. Contributing Sponsors: Papa John's and SolN. Media Sponsors: B96.5 FM and *SLAM Magazine*. Supporting Sponsor: Dick's Sporting Goods.



Saturday, April 15

BASKETBALL CLASSIC PRESENTED BY PAPA JOHN'S



7 PM. Freedom Hall. Reserved Tickets \$18 in advance (\$20 at the door). \$50 VIP Courtside Tickets (Limited Availability). Tickets on sale now at all TicketMaster locations, TicketMaster.com or call (800) 745-3000 or the Freedom Hall box office at (502) 367-5144 (Includes facility fee). Sponsor: Papa John's. Contributing Sponsor: Horseshoe Foundation of Floyd County. Media Sponsors: B96.5 FM, and *SLAM Magazine*. Supporting Sponsor: Dick's Sporting Goods. Broadcast live on WDRB.



old 502 winery

THE OFFICIAL WINE OF THE KENTUCKY DERBY FESTIVAL

OLD502.COM



Citywide week of volunteering to help others. Help make Louisville the most compassionate city in the world. Individuals, companies and groups can volunteer online at MyGiveADay.com. Agencies and organizations that have projects needing volunteers can also add their information to the website.

Monday, April 17

**KDF FOUNDATION
PRO-AM GOLF TOURNAMENT**



Noon Tee Time. Wildwood Country Club. Team entries \$2,000. Individual entries \$500. Entries open to the public, includes lunch, golf with local pro, cocktail reception following tournament and gifts. Contributing Sponsor: KPGA. Media Sponsor: 1450 & 96.1 The Big X. Prize Sponsor: Horseshoe Southern Indiana. A Kentucky Derby Festival Foundation event benefitting the Leukemia & Lymphoma Society. A portion of the entry fee is tax deductible. Contact Jon Pollock at jpollock@kdf.org or (502) 572-3833 to register.

Thursday, April 20-30

**STOCK YARDS BANK
\$1 MILLION DOLLAR
HOLE-IN-ONE GOLF CONTESTSM**



April 20-April 29: 10 AM – 8:30 PM

April 22: Closed

April 30: 10 AM – 5 PM, Semi-finals
6 PM

Seneca Golf Course Driving Range.
\$1 per shot and free for spectators.

April 23: Jr. Day – Under 18 get 2 shots for \$1.

April 24: First Responders and Veterans get 2 shots for \$1.

April 25: Ladies Day – Ladies get 2 shots for \$1.

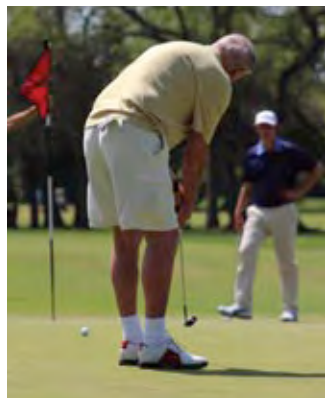
Senior Special Weekdays 10 AM – 2 PM, 62 and up get 2 shots for \$1. Grand Prize: \$1 million. First Prize (if no Hole-in-One): \$5,000. Sponsor: Stock Yards Bank. Contributing Sponsor: Metro Parks & Recreation. Media Sponsors: WLKY TV, 840 WHAS and *Insider Louisville*.

Friday, April 21

THEY'RE OFF!® LUNCHEON



11:30 AM. Tickets: \$680 Table of 8 or \$85 each. Galt House East Grand Ballroom. Official Kentucky Derby Festival kick off luncheon. Contributing Sponsors: Active Heroes, Kentucky Blood Center, Fifth Third Bank, and Kentucky Proud. Media Sponsor: *Business First*.



Calvin
Mitchell
Salon

3642 Brownsboro Rd.
Suite 106
Louisville, KY 40207
502.893.8711

Since 1949
Clater Jewelers



Westport Village
502-426-0077
claterjewelers.com

Saturday, April 22-30

VOLLEYBALL CLASSIC



One of the country's largest outdoor volleyball tournaments. Contributing Sponsors: ASICS, Mikasa. Media Sponsor: 98.9 Radio Now. For more information call The Volleyball Connection/Tandem Sports (502) 582-3530.

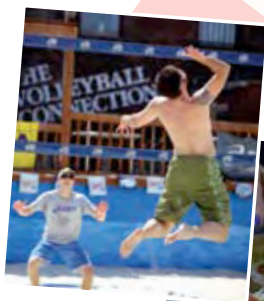
Sand Divisions at Baxter Jacks

April 22 and 23: 9 AM - 9 PM

April 29 and 30: 9 AM - 9 PM

Grass Divisions at Seneca Park at the Tennis Courts

April 29 and 30: 9 AM - 6 PM



Saturday, April 22

OPENING CEREMONIES: THUNDER OVER LOUISVILLE®



FoodFest and Ford's Thunder On the Ground open at 11:00 AM, Airshow at 3:00 PM, Fireworks at 9:30 PM. Downtown Louisville Riverfront, Waterfront Park, River Road and Southern Indiana shoreline. 2017 Theme - Thunder: Local & Original. Soundtrack featuring local and Kentucky musicians. ThunderOverLouisville.org

Sponsors: Horseshoe Southern Indiana, LG&E, Meijer, UPS, Valero along with business Thunder Funders. Thunder on the Ground Sponsor: Ford Motor Company. Official Sound Sponsor: CareSource.

All-day live coverage on WHAS TV and 106.9 PLAY. Event programs distributed April 22 by The Courier-Journal. Featuring the Thunder

Chow Wagon at Waterfront Park and the **East River Road Beer Garden**. Admission is free with a 2017 Pegasus Pin. (Open 11AM - 11PM. NO TENTS, STAKES, TAPE OR PETS.) **Meijer Family Fun Zone** on the Belvedere. Admission is free with a 2017 Pegasus Pin. (Open 11AM - 11PM. NO TENTS, STAKES, TAPE OR PETS.) **North Great Lawn** area opens at 9 AM. Admission is free with a 2017 Pegasus Pin. (NO TENTS, STAKES, TAPE OR PETS.)

Sunday, April 23 - 29

LOUISVILLE CUP BOYS & GIRLS SOCCER TOURNAMENTS PRESENTED BY KENTUCKY FIRE JUNIORS



Bullit Estates Farm (near Oxmoor Center). Youth multi-weekend soccer tournament. Female competition: April 23-24. Male competition: April 29-30. Free to spectators. For more information visit KentuckyFireJuniors.com or contact the Kentucky Fire Juniors at (502) 523.8541 or (502) 298-9733.

Tuesday, April 25

TASTE OF DERBY FESTIVAL®



5:30 PM - 8 PM. Louisville Slugger Field. Features exquisite fare from over 65 of Louisville's finest restaurants and beverage companies. Bourbon tasting, wine tasting and a silent auction. Tickets \$80 until April 16th, \$90 from April 17th - 25th (limited availability). Tickets available in advance only. Coordinated by Dare to Care Food Bank. All proceeds to benefit Dare to Care. Sponsor: Brown-Forman Corporation. Media Sponsor: 840 WHAS. For more information call (502) 966-3821.

The Hat Girls

Official Hat Designers
of the



KENTUCKY DERBY
FESTIVAL

Located in Norton Commons

10708 Meeting Street
502.619.3460
www.thehatgirls.com

Thursday, April 27-28

RACE EXPO AND PACKET PICK-UP



Kentucky Exposition Center West Wing. Two-day Expo where you can see the latest running gear, get nutritional advice, pre-race running tips and pick up your race packet for Kentucky Derby Festival Marathon/miniMarathon® and PNC Tour de Lou. Official Bourbon: Jim Beam. Media Sponsor: 99.7 DJX.

Thursday: 4 PM - 8 PM. Expo and Packet Pickup.

Friday: 11 AM - 9 PM Expo and Packet Pickup

Running Wild® Pasta Party



5:30 PM - 8:30 PM. Tickets for Pasta dinner: \$20. Tickets available at KDF.org or call (502) 584-FEST. Contributing Sponsors: Jim Beam and Sysco.

Thursday, April 27-29

U.S. BANK GREAT BALLOONFESTSM



Admission is free with a 2017 Pegasus Pin®. Sponsor: U.S. Bank. Contributing Sponsor: V.G. Reed & Sons.

U.S. Bank Great Balloon Charity Race

April 27: 7 AM Launch. Bowman Field.

U.S. Bank Great Balloon Glimmer

April 27: 8:30 PM. Kroger's Fest-a-Ville on the Waterfront. Media Sponsor: Q103.1.

U.S. Bank Great Balloon Rush-Hour Race

April 28: 7 AM Launch. Bowman Field. Public entrance off Pee Wee Reese Road. Media Sponsor: 99.7 DJX.

U.S. Bank Great Balloon Glow

April 29: 9 PM. Kentucky Exposition Center. Gates open at 6 PM. \$8 KEC parking fee. Media Sponsor: Q106.9. Broadcast special by WLKY TV.

U.S. Bank Great Balloon Race®

April 29: 7 AM Launch. Bowman Field. Public entrance off Pee Wee Reese Road. Media Sponsor: 99.7 DJX.

Thursday, April 27- May 5

KROGER'S FEST-A-VILLESM ON THE WATERFRONT



Open Daily 11 AM - 11 PM, except Sunday 12 PM - 11 PM. Waterfront Park. ULTIMATE ENTERTAINMENT EXPERIENCE featuring concerts with national talent, family fun, food, kids' inflatable playground, midway rides and more. Happy Hour Weekdays 4-6 PM, \$2 beer. Admission is free with a 2017 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED). Sponsor: Kroger. Contributing Sponsor: Miller Lite Media Sponsor: *The Courier-Journal*.

CHOW WAGON®



Open Daily 11 AM - 11 PM, except Sunday 12 PM - 11 PM. Kroger's Fest-a-Ville on the Waterfront. Outdoor food & live music venue. Sponsors: Kroger and Miller Lite Featuring the Miller Lite Music Stage. Admission is free with a 2017 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED).

28 Kentucky Derby Festival & The Fillies, Inc. 2017 Official Program

Friday, April 28

NEIGH-MASTE ON THE WATERFRONT



12 - 1 PM. Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Relax and recharge at this yoga event at the Waterfront. Admission is free with a 2017 Pegasus Pin®. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

OHIO VALLEY WRESTLING RUN FOR THE ROPES



6 PM - 7:30 PM. Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2017 Pegasus Pin®. Special meet-and-greet with OVW stars at 5 p.m., followed by six big matches including a special "all-for-1 one-for all" over the top rope Battle Royal. For more information call (502) 759-7665. Presented by Ohio Valley Wrestling. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

FRIDAY CONCERT - DAYA AT WATERFRONT JAM



9 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: 98.9 Radio Now (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



Derby Festival TRADITION



Merkley Kendrick Jewelers is excited to celebrate with the Fillies each year by presenting a gold Pegasus pendant to the Derby Festival Queen.

Congratulations to the Royal Court.

SINCE 1832
**Merkley
Kendrick**
— JEWELERS —

138 Chenoweth Lane
Louisville, KY 40207
895-6124 • mkjewelers.com

For the community that believes in itself, there's a bank that does, too.



At U.S. Bank, we're dedicated to helping improve the lives of those in our community, because when people come together with a common goal, the impossible suddenly becomes possible. Our support means funding and volunteering in the programs and organizations that make our community a better place to live.

visit a branch | 800.USBANKS (872.2657) | usbank.com



the POWER of POSSIBLE™



Member FDIC. ©2017 U.S. Bank. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.



**Supporting
causes that benefit
our community.**

That's just one of the ways we help our neighbors. We can make a difference by donating time and money to causes that matter to our customers, right in their neighborhoods.

And that puts us all in the winner's circle. We're proud to be a sponsor of the Kentucky Derby Festival in Louisville.



PRESENTED BY
Walmart 

Friday, April 28-29

DA'VILLE CLASSIC DRUM LINE SHOWCASE



4 PM. The Louisville Palace.
Admission is \$10. Tickets available
at LouisvilleTickets.com. High school
and community drum lines and step
teams from Kentucky, Ohio and Indi-
ana showcase their creativity,
musicianship, and pageantry. For
tickets call (502) 584-7777.
Media Sponsor: B96.5 FM.



Saturday, April 29

MARATHON/miniMARATHON® PRESENTED BY WALMART AND HUMANA

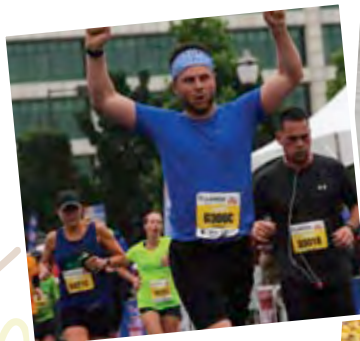


7:30 AM. Main Street near Slugger
Field, start via 13.1 mile route or 26.2
mile route to Preston & Witherspoon
Streets finish. Free for spectators.
Entry fees and registration info at
DerbyFestivalMarathon.com. Spon-
sors: Walmart and Humana. Official
Race Medical Provider: Norton Sports
Health. Contributing Sponsors:
BB&T, Churchill Downs, Louisville
Water Company, Powerade, and *The
Courier-Journal*. Official Bourbon:
Jim Beam®. Official Hotel: The Galt
House.

NPC DERBY CHAMPIONSHIPS



Prejudging 10 AM. Finals 6 PM.
Galt House East, Grand Ballroom. A
fitness, figure, swimwear and body-
building competition featuring ama-
teurs and pro athletes from across
the country. Pre-judging tickets \$20.
Finals Tickets: \$25 General Admis-
sion, \$30 Reserved Seating, \$35 VIP.
For tickets call (502) 387-3808 or
www.KentuckyMuscle.com. Media
Sponsor: 1450 & 96.1 The Big X.



KEN-DUCKY DERBY



4 PM – 8PM. Call to the post
7 PM. Kroger's Fest-a-Ville on
the Waterfront. Admission is free
with a 2017 Pegasus Pin®. See the
launch of 20,000 ducks into the
Ohio River for a chance to race
and compete for prizes. Proceeds
benefit Harbor House. To adopt a
duck, visit DuckTruck.org. For more
information go to KDF.org or call
(502) 717-0072. Sponsor: Swope
Family Dealerships. Media Sponsor:
WLKY. (FOOD, DRINK AND PETS
ARE NOT PERMITTED.)



Caring Oral Surgery

Offering
State-of-the-Art
Techniques:

Wisdom Teeth Removal
Exposure of Impacted Teeth
Dental Implants
Bone Grafting
Oral Pathology
Facial Trauma

KENTUCKY
ORAL SURGERY
& DENTAL
IMPLANT
CENTER



THAD R. SCHULTEN, DMD

Oral & Maxillofacial Surgeon

LOUISVILLE
4515 Churchman Ave.
(502) 361-0134

CRESTWOOD
6225 W. Highway 146
(502) 241-0714

FREE CONSULTATION

Bring in this ad and receive a **FREE**
Surgical Exam and Consultation

www.kentuckyoralsurgery.com



START WITH

**STRETCHING
BREATHING EXERCISES
SMALLER PORTIONS
A FARMERS' MARKET
TAKING THE STAIRS
A CHECKUP
WHOLE WHEAT PASTA
MORE CARDIO
FLOSSING
STEP CLASS
MEDITATION
MORE LEAFY GREENS
GETTING MORE H₂O
MORE SLEEP
DANCING
SPIN CLASS
A WORKOUT BUDDY
CROSS-TRAINING
WEIGHTLIFTING
A GOOD BREAKFAST
A FLU SHOT**

Sure, running can strengthen your body. But if you run with a buddy, it can also strengthen your friendships. Both are vital to well-being. And two reasons why we're so proud to sponsor this year's Kentucky Derby Festival Marathon and miniMarathon.

Humana®
START WITH HEALTHY™

Saturday, April 29

FITNESS JAM



5 PM - 7 PM. Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2017 Pegasus Pin®. Join the best Zumba and U-JAM instructors in the area, wear comfortable clothes and come burn calories with the fitness craze that is sweeping the nation! For information call (502) 554-4486 or visit www.kyfitnessparty.com. Sponsor: Eleet Stone Countertops. Media Sponsor: 100.5 KISS FM. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

THESLICE: SPICE, STYLE AND SOUL



6 PM - 9 PM. The Kentucky Center for African American Heritage. Tickets \$65 in advance, \$75 day of event. Tickets include 2017 Pegasus Pin. Live entertainment and food tasting. Proceeds benefit charities and assistance programs. Tickets available after March 20. For tickets call (502) 584-4602, visit TheSliceofLouisville.org or purchase at Better Days Records at Lyles Mall or JAM BUSTERS at 4906 Poplar level Road. Media Sponsor: MAGIC 101.3.

FRIDAY CONCERT - 97.5 WAMZ PRESENTS HUNTER HAYES WITH SPECIAL GUEST CARLY PEARCE AT WATERFRONT JAM



8 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: 97.5 WAMZ. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

Sunday, April 30

PNC TOUR DE LOUSM



Staggered start based on distance: 62.1 Metric Century - 8:30 AM, 35-mile ride - 8:45 AM, 20-mile ride - 9 AM. Open course Cycling event with three distances for beginners to experienced cyclists. Start and finish near Kroger's Fest-a-Ville at Waterfront Park. Entry fees and registration info at KDF.org. Sponsor: PNC. Official Safety Sponsor: AAA East Central. Contributing Sponsors: Baptist Health Sports Medicine, Louisville Marriott Downtown, and Scheller's Fitness & Cycling. Media Sponsors: 102.3 The Max and *The Courier-Journal*. Supporting Sponsors: Louisville Bicycle Club and Louisville Water Company.

MAYOR'S DERBY BRUNCH ON THE RIVER

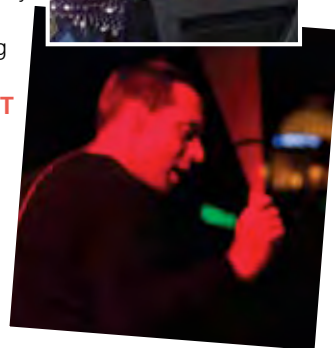


11 AM-1:30 PM. Riverside, the Farnsley-Moremen Landing. A festive brunch featuring a traditional Kentucky breakfast, music, and tours of the property including the Moremen Family Chapel. Tickets \$80 or \$600 for Table of 8. For tickets or information call (502) 935-6809, or visit riverside-landing.org

"V FOUNDATION" CELEBRITY BOCCE TOURNAMENT



12 - 4 PM. Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Have fun and play bocce with celebrities for a great cause at the Waterfront. For registration information go to www.jimmyvlouisville.org. Admission for spectators is free with a 2017 Pegasus Pin®. Sponsor: Money Concepts (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



The Kentucky Derby Festival invites you to join us for the PNC Tour de Lou, Sunday, April 30, 2017

Sign up now at KDF.org/TourdeLou



Sunday, April 30

THE CHILDREN'S TEA WITH THE KENTUCKY DERBY FESTIVAL PRINCESSES PRESENTED BY BIGELOW TEA



1 PM - 4 PM. Crowne Plaza, Louisville Airport. Children ages 4 and up invited to meet the Kentucky Derby Festival Queen and Princesses. Tickets \$35 each. Reservation required. Sponsor: Bigelow Tea. Media Sponsor: *Today's Family Magazine*. Produced by: The Fillies, Inc. Purchase tickets online at www.thefillies.org. For more information contact Joanne Hurst at jhurst601@gmail.com or 502-419-7522.

PASSPORT GOSPELFESTSM



2 PM - 7 PM. Gospel Choir Showcase. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin[®]. Sponsor: Passport. Contributing Sponsor: Kentucky Department of Travel and Tourism. Media Sponsors: 89.5 FM and WLOU/New Praise 104.7. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

YMCA HEALTHY KIDS DAY[®] PRESENTED BY HUMANA



1 - 4 PM. Free, family friendly fitness event on the North Great Lawn at Waterfront Park inside Kroger's Fest-a-Ville. Features interactive activities, community vendors, inflatables, group exercise classes and the miniFun Run. For kids ages 3 and older, plus adults. Coordinated by YMCA of Greater Louisville. Sponsor: Humana. Media Sponsors: 102.3 The Max and *Today's Family Magazine*. For more information visit YMCALouisville.org or call 502-587-9622. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

LOUISVILLE YOUTH ORCHESTRA CONCERT

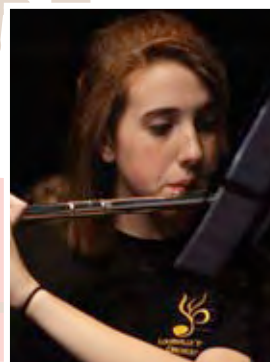
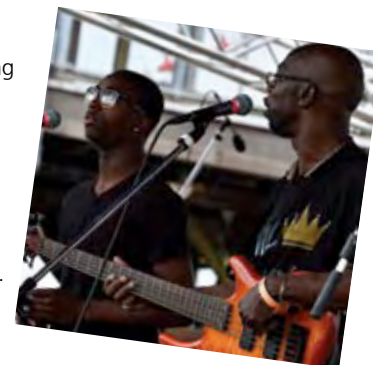


4 PM. Iroquois Amphitheatre. Admission is free with a 2017 Pegasus Pin[®]. A concert featuring ten Louisville Youth Orchestra ensembles. For more information call (502) 896-1851 or visit www.lyo.org.

STOCK YARDS BANK \$1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTESTSM SEMI FINALS



6 PM. Seneca Golf Course Driving Range. Grand Prize: \$1 million. First Prize (if no Hole-in-One): \$5,000. Sponsor: Stock Yards Bank. Contributing Sponsor: Metro Parks & Recreation. Media Sponsors: WLKY TV, 840 WHAS and *Insider Louisville*.



Your best source for local business news?

We like our odds.

	1	2	3	4
WIN	75930	7022	6219	3077
PLACE	30132	3252	2219	1039
SHOW	16986	1728	1201	835



Now, more than ever, information is your key to business success.

For 30 years, the region's top business professionals have turned to us for information that helps them adapt to a changing business landscape. With late-breaking local business news and full online access, Business First is your personal business consultant.

For a FREE 4 week trial subscription, contact Rachel McMahan at 502.498.1939 or rmcmahan@bizjournals.com.





**My doctor, my daughter,
Passport, and me.**

We're all in this **together**

If you qualify for Medicaid, ask for Passport Health Plan. Call **1-800-578-0603**.

passporthealthplan.com/together

MARK62662a | APP_8/19/2016

THORNTONS™

For All Your Festivity Necessities

Stop into Thorntons for all your festival needs.

Whether you want a refreshing fountain drink, a coffee made from 100% Arabica beans, a fresh bakery item or a deli sandwich, Thorntons has you covered. We let you focus on all of the fun rather than the fuss.

From tailgating to bed races and all the Kentucky Derby Festival events, Thorntons is there when you are on-the-go!



THORNTONS
REFRESHING
REWARDS

BE SURE TO SIGN UP FOR REFRESHING REWARDS!
WWW.REFRESHINGREWARDS.COM

Sunday, April 30

**CELEBRATION SUNDAY CONCERT -
SIDEWALK PROPHETS PRESENTED BY WJIE
AT WATERFRONT JAM**



5 PM. Kroger's Fest-a-Ville on the Waterfront. Christian contemporary concert featuring Sidewalk Prophets with John Tibbs and Hannah Kerr. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: WJIE (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

Monday, May 1

THORNTONS GREAT BED RACES



4 PM **Tailgating**. 6 PM **Parade of Beds**. 7 PM **Racing**. Broadbent Arena. Admission is free with a 2017 Pegasus Pin®. \$8 KEC Parking fee. \$130 entry fee for team of 5. Sponsor: Thorntons. Contributing Sponsors: Ashley Furniture Homestore and Safelite AutoGlass. Media Sponsor: 107.7 The Eagle. Broadcast special on WAVE 3 NEWS.

HAPPYTAIL HOUR



5 PM – 9 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. A pet-friendly (leashes please!) social event. Coordinated by Metro Animal Services. Media Sponsor: 100.5 KISS FM. (FOOD AND DRINK ARE NOT PERMITTED.)

Monday, May 1

**KNIGHTS OF COLUMBUS
CHARITY DINNER**



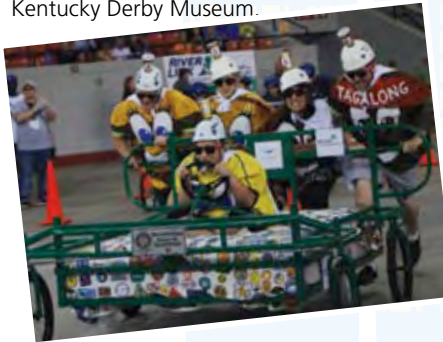
5:30 PM **Social Hour**. 6:45 PM **Opening Ceremonies**. 7 PM **Dinner**. Galt House Archibald Cochran Ballroom. Dinner tickets \$50. Coordinated by the Bishop Spalding Council of the Knights of Columbus. For tickets call (502) 893-2220.

Monday, May 1-2

AT&T MORNING LINE



6 AM – 11 AM. Radio stations from around the region will broadcast their morning shows live from the Kentucky Derby Museum. Sponsor: AT&T. Contributing Sponsors: Kentucky Department of Travel and Tourism and Kentucky Derby Museum.

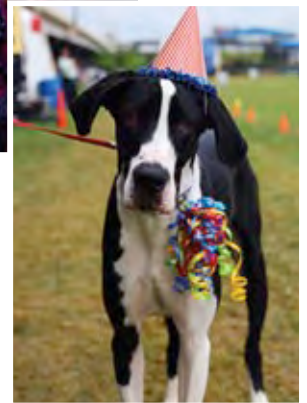


Tuesday, May 2

**DON FIGHTMASTER GOLF OUTING FOR
EXCEPTIONAL CHILDREN**



9 AM – Noon. Children's golf event. Shawnee Golf Course. Free for spectators. Sponsor: Kentucky PGA Foundation. For more information, call (502) 243-8295, ext. 307 or (800) 254-2742 or KyGolf.org.



Century
ENTERTAINMENT & FURNISHINGS

DESIGN
EVERY ASPECT OF
YOUR KITCHEN & HOME
Cabinets • Appliances
Furniture & Décor
Home Automation
Audio & Video
Bedding • Interior Design

VISIT OUR SHOWROOM IN THE HEART OF ST. MATTHEWS
4310 SHELBYVILLE ROAD
SHOWROOM MON – FRI 10-7 • SAT 10-6 • CLOSED SUN

502.253.6922
CenturyLiving.com



Tuesday, May 2

REPUBLIC BANK PEGASUS® PARADE PREVIEW PARTY



Private group tours 10 AM – 1 PM. Open to Public 5 PM – 9 PM. Kentucky Exposition Center, South Wing C. Admission is free with a 2017 Pegasus Pin®. \$8 KEC parking fee. Floats, inflatables, and equestrians for the Republic Bank Pegasus Parade on display. To schedule a private group tour call (502) 572-3823. Sponsor: Republic Bank. Media Sponsors: 99.7 DJX and *Today's Family Magazine*.



TEXAS HOLD'EM TOURNAMENT



4 PM Boarding/check-in. 6 PM Tournament begins, plus one-hour Cruise. Belle of Cincinnati, docked at Kroger's Fest-a-Ville on the Waterfront. \$125 Buy-in includes 10,000 in chips and commemorative pin. Add-ons available 1st hour of play \$40 for 4,000 chips. \$5,000 first place prize. Payouts for 1st – 24th place. Payouts based on 325 players, payouts pro-rated based on actual number of players. \$15 for guests. LICENSE# ORG0001638. Call (502) 584-FEST to register. Media Sponsor: 1450 & 96.1 The Big X.



HEALTH FAIR PRESENTED BY WELL CARE HEALTH PLANS



5 PM – 9 PM. Kentucky Exposition Center, South Wing C. Admission is free with a 2017 Pegasus Pin®. \$8 KEC parking fee. Promoting healthy lifestyles, there will be free health screenings for families. Sponsor: WellCare Health Plans. Contributing Sponsors: Bluegrass Pain Consultants, PLLC and KentuckyOne Health. Media Sponsor: WAKY 103.5.

STOCK YARDS BANK \$1 MILLION DOLLAR HOLE-IN-ONE GOLF CONTESTSM FINALS

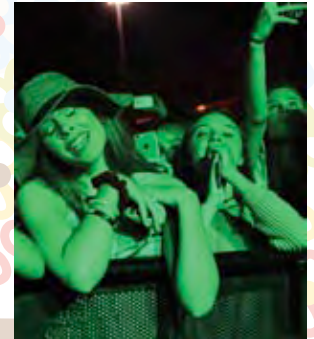


6 PM. Seneca Golf Course, Hole #8. Free for spectators. Sponsor: Stock Yards Bank. Contributing Sponsor: Metro Parks & Recreation. Media Sponsors: WLKY TV, 840 WHAS and *Insider Louisville*.

TUESDAY CONCERT - SUGARHILL GANG WITH SPECIAL GUESTS GRANDMASTER DEE FEATURING KURTIS BLOW AT WATERFRONT JAM



8 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsors: B96.5 FM and MAGIC 101.3. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)





PRO SOCCER IN THE CITY



FLEX TICKET PACKAGES STARTING AT \$70

BENEFITS

- **Save Money**
- Cheaper than single-game prices
- **Convenience**
- Choose games you want to attend as you go
- **Flexibility**
- Use the tickets as you please; all five (5) vouchers for a single game, five (5) different games, or anything in between



GO TO LOUISVILLECITYFC.COM/TICKETS

Shared goals. A can-do spirit. That's community.

At BB&T, we're dedicated to building strong communities by supporting worthwhile causes. It's a key part of the service-oriented culture that has defined BB&T for more than 140 years. On the job and off, you'll find the men and women of BB&T engaged and involved, rolling up their sleeves, sharing knowledge, encouraging excellence, opening doors. Finding ways to help others move forward in a brighter direction. **BBT.com**



*Proud Contributing Sponsor of the
2016 Marathon/miniMarathon*



BANKING · INSURANCE · INVESTMENTS

Member FDIC. Only deposit products are FDIC insured.
© 2015, Branch Banking and Trust Company. All rights reserved.



TM



**OFFICIAL SPONSOR OF THE
KENTUCKY DERBY FESTIVAL**



©2017 MILLER BREWING CO., MILWAUKEE, WI



WATERFRONT JAM

April 27 - Derby Eve | Kroger's Fest-a-VilleSM

MILLER LITE MUSIC STAGE LINE-UP

WAX FACTORY
Thursday, April 27 | 8 PM

SHANE DAWSON
Friday, April 28 | 8 PM

KIRBYS DREAMLAND
Saturday, April 29 | 8 PM

PASSPORT GOSPELFEST
Sunday, April 30 | 2 - 7 PM

UNLIMITED SHOW BAND
Monday, May 1 | 8 PM

SOUL CIRCUS
Tuesday, May 2 | 8 PM

J.D. SHELBURNE
Wednesday, May 3 | 8 PM

VELCRO PYGMIES
Thursday, May 4 | 8 PM

GOLDY LOCKS
Friday, May 5 | 8 PM

**FREE admission with
a 2017 Pegasus Pin[®]**



HAPPY HOUR, WEEKDAYS 4 - 6, \$2 BEER

FOR A FULL CONCERT LINE-UP, VISIT KDF.ORG.

#KDF2017   



Tuesday, May 2-3

KENTUCKY PROUD WINEFEST



Wine tasting sessions daily 5 PM - 9 PM. Belvedere. Tickets: \$10 Designated Driver; \$45 General Admission; \$85 VIP Experience (Limited Availability). VIP includes reserved entrance, local cuisine sampling, opportunity to barrel taste local wine, goody bag and access to private restrooms. (21 and over only. Must present ID upon entry.) Tickets available by calling (502) 584-FEST or online at KDF.org. Sponsor: Kentucky Proud. Contributing Sponsors: Ashley Furniture HomeStore of Louisville and Commonwealth Credit Union. Media Sponsors: *Today's Woman* and 106.9 PLAY.

Wednesday, May 3

BATTLE OF THE BOUNCE



11 AM - 1 PM. Kroger's Fest-a-Ville on the Waterfront, Great Lawn. Admission is free with a 2017 Pegasus Pin[®]. Obstacle course competition that benefits Christian Care Communities, Kentucky and Indiana Stroke Association. Sponsor: Louisville Inflatables. Media Sponsors: WDRB and 99.7 DJJ. For entry information call (502) 241-1175 or visit www.eventualities.org. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



Wednesday, May 3

GREAT STEAMBOAT RACE



4:30 PM - 5:30 PM **Boarding**
5:45 PM **Departure**
6 PM **Race begins**. Awards presentation immediately following at the Chow Wagon in Kroger's Fest-a-Ville. Tickets on the Belle of Louisville \$130 (limited availability). For Belle of Louisville tickets call (502) 584-FEST or visit KDF.org. Tickets on the Belle of Cincinnati \$60 Cruise Only; \$85 Dinner, Four Roses Bourbon Tasting, and Cruise. For Belle of Cincinnati tickets call 800-261-8586 or visit BBRiverboats.com. Free spectator viewing at Kroger's Fest-a-Ville and along the banks of the Ohio River. Contributing Sponsor: Four Roses Bourbon. Supporting Sponsor: IDD Services Workforce PLLC. Media Sponsor: Q103.1

BEERFEST PRESENTED BY AMERICAN FOUNDERS BANK



6 PM - 10 PM. Beer tastings featuring regional craft beers. Overlook at Kroger's Fest-a-Ville. Tickets: \$10 Designated Driver; \$45 General Admission in advance; \$55 at door until event sells out; \$75 for VIP experience starting at 5 PM. Tickets include beer tastings, sampling mug and BeerFest pin. Tickets available by calling (502) 584-FEST or online at KDF.org. (21 and over only. Must present ID upon entry.) Sponsor: American Founders Bank. Contributing Sponsors: Kroger and Samuel Adams. Media Sponsors: 95.7 WQMF and SWIG Louisville.

Wednesday, May 3

**WEDNESDAY CONCERT -
DRIVE-BY TRUCKERS
PRESENTED BY WFPK
AT WATERFRONT JAM**



8 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: 91.9 WFPK. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)

Thursday, May 4

**CELEBRITY DAY AT THE DOWNS
PRESENTED BY KENTUCKIANA
HONDA DEALERS**



11:30 AM. Churchill Downs, Sixth Floor. SOLD OUT. Sponsor: Kentuckyana Honda Dealers. Contributing Sponsor: Macy's. Media Sponsors: The Voice-Tribune and 106.9 PLAY.



Thursday, May 4

**REPUBLIC BANK
PEGASUS® PARADE**

5 PM. West on Broadway from Campbell to 9th Street. Bleacher tickets \$10 and chair seating \$12. VIP seating \$30. Tickets available at KDF.org or call (502) 584-FEST. This annual spectacle of colorful floats, marching bands, giant inflatables and equestrians will be broadcast live on WAVE 3 NEWS. Sponsor: Republic Bank. Contributing Sponsor: KentuckyOne Health.

**THURSDAY CONCERT -
JIMMY EAT WORLD AT
WATERFRONT JAM**



9 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: 102.3 The Max. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



Friday, May 5

**FRIDAY CONCERT -
WATERFRONT JAM**



9 PM. Kroger's Fest-a-Ville on the Waterfront. Admission is free with a 2017 Pegasus Pin®. Media Sponsor: 99.7 DJX. (FOOD, DRINK AND PETS ARE NOT PERMITTED.)



**BECAUSE ONE CANNOT LIVE
BY THE JULEP ALONE.**

POST PARADE

CLASSIC CALIFORNIA WINE.
CERTIFIED KENTUCKY SENSIBILITY.

WWW.POSTPARADEWINES.COM



When you serve Kentucky Proud, the biggest race is to the dinner table.

It's not Derby Day without horses and hats. And it's not a Derby party without homegrown Kentucky Proud ingredients. When you serve Kentucky Proud, you're putting your money on Kentucky farm families and putting Kentucky's best on the table. **KENTUCKYPROUD.COM**

Saturday, May 6

143rd RUNNING OF THE KENTUCKY DERBY

For Kentucky Derby information
contact Churchill Downs
(502) 636-4400.

Sunday, May 7

CINCO DE MAYO FIESTA



1 PM – 9 PM. Fourth Street Live!

in Downtown Louisville. The
family-friendly celebration will
feature face-painting, a piñata
competition, dance performances
and a battle of Latino bands.
Hosted by the Mayor's Office for
Globalization's Louisville Latino
Council. More information online
at Cincoat4thSt.org. Proceeds
benefit 100 Dreamers Community
Foundation of Louisville. Sponsors:
Fourth Street Live, LG&E, and
Adhawks Advertising & Public
Relations.

Friday, May 12

PEGASUS PIN® GOLD PIN WINNER GRAND PRIZE DRAWING

In 2017, any Pegasus Pin® is your
chance to win a Weekly Grand Prize
beginning Friday, March 17 - Friday,
May 5. Gold Winner Pins are also
eligible to win a Honda CR-V on Fri-
day, May 12. Drawings broadcast on
WAVE 3 News. To be eligible, register
pins using the KDF App or online at
PegasusPins.com.



ONE-OF-A-KIND HANDMADE
ORIGINAL WEARABLE ART,
HOME DECOR & EQUINE ART



Koi
GALLERY
AT THE GALT HOUSE HOTEL

Our jewelry is truly unique and hand-made using sterling
silver, semi-precious and precious gemstones. We also retail
fine art paintings, sculptures, hand-painted silk, stained
glass, and collectables from around the world.

SHOP ONLINE OR IN-STORE
140 North 4th Street, Louisville, KY 40202
www.KoiByDelanor.com | Ph: 502-216-9398

The Worthington Law Firm

*supports the Fillies, Inc.
and Kentucky Derby Festival*



James C. Worthington, Sr.

First Trust Centre, Suite 610 North
200 S. Fifth Street
Louisville KY 40202

Office: (502) 371-1193
Fax: (502) 371-1197
Email: jcw@worthingtonlawfirm.com



This is an advertisement.

Driven to perform.

Year after year,
Honda outdistances the
stiffest competition:
ourselves.



2017 Kelley
Blue Book
Overall Best Buy

**2017 Honda
Civic**



2017 Kelley
Blue Book Best
Buy Award Winners

**2017 Honda
Accord, Civic
& Pilot**



Your Kentuckiana Honda Dealers

Neil Huffman Honda	Hardin County Honda	Jeff Wyler Dixie Honda	Honda World
-----------------------	------------------------	---------------------------	----------------

KentuckianaHondaDealers.com

We're proud to announce that the 2017 Honda Civic is the Overall Best Buy according to Kelley Blue Book's KBB.com. The Honda Civic, Accord and Pilot have been recognized by Kelley Blue Book's KBB.com 2017 Best Buy of the Year in their respective classes. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. The Accord has earned an unprecedented 31st *Car and Driver* 10Best award—the only vehicle to do so in the magazine's history. *Car and Driver*, January 2017.



2017 *Car and
Driver's* 10Best for
a record 31st time

**2017 Honda
Accord**

You really haven't tasted
handcrafted like this.



Only Four Roses handcrafts 10 distinct and extraordinary Bourbon recipes then mingles them by hand to create our family of award-winning brands.

FourRoses



BOURBON

Since 1888.

FourRosesBourbon.com

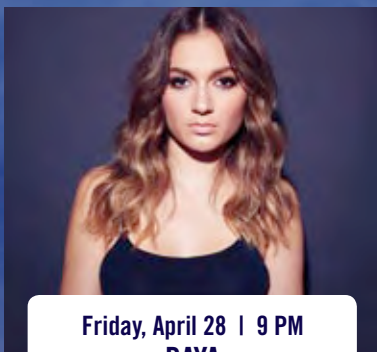
Be mellow. Be responsible.



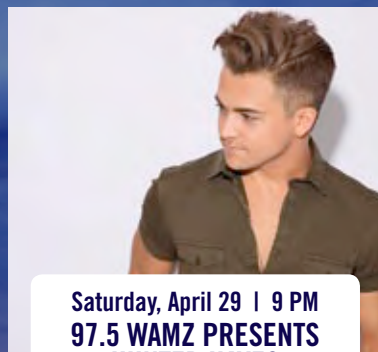
GREAT STAGE MUSIC LINEUP

WATERFRONT JAM

April 27 - Derby Eve | Kroger's Fest-a-VilleSM



Friday, April 28 | 9 PM
DAYA



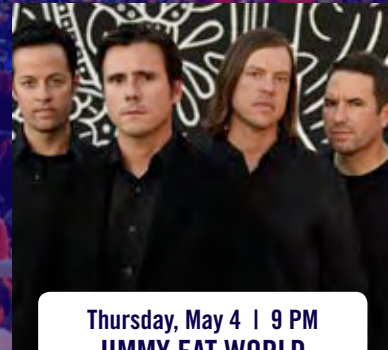
Saturday, April 29 | 9 PM
**97.5 WAMZ PRESENTS
HUNTER HAYES**



Sunday, April 30 | 5 PM
SIDEWALK PROPHETS with
John Tibbs and Hannah Kerr



Tuesday, May 2 | 8 PM
SUGARHILL GANG with
special guests Grandmaster Dee
featuring Kurtis Blow



Thursday, May 4 | 9 PM
JIMMY EAT WORLD

\$6

FREE admission with a
2017 Pegasus Pin[®]



at retailers,
\$7 at events

Also enjoy over 30 local and regional acts on the Miller Lite Music Stage at the Chow Wagon[®].

FOR A FULL CONCERT LINEUP, VISIT KDF.ORG.

#KDF2017



SPONSORED BY



CONTRIBUTING SPONSOR



MEDIA SPONSOR





Words are **precious** and **powerful**.

The first five years of life are a magical time, when possibilities are endless and every conversation is an opportunity to learn. Building vocabulary helps improve brain development, and the more words children hear before kindergarten, the more success they can achieve. That's why PNC Grow Up Great® is dedicated to helping prepare the youngest learners for great things in school — and in life — with initiatives that open their minds to a wondrous world of words.

Learn more at pncgrowupgreat.com.



©2016 The PNC Financial Services Group, Inc. All rights reserved. GUG PDF 0416-068-276005

THE FAMOUS BOURBON BALLS

db
bourbon candy



“Seven days without chocolate makes one weak.”

www.dbbourboncandy.com

859-612-9550



Made with Four
Roses Bourbon



work the
metal

**PROUD SPONSOR
for the ROYAL COURT**

Butchertown Market • 1201 Story Avenue • Louisville, KY 40206 • 502.584.2841 • workthemetals.com

Ron Jasin

2017 Poster Artist

Inspired

They say music moves people...and that philosophy is no exception to Ron Jasin. Except this time it is to be taken literally.

It was music that brought Jasin to Louisville from Detroit in his early 20s. "I had started travelling to the Louisville area with bands that I was working with and designing t-shirts for. I immediately fell in love with the architecture the city had to offer."

Jasin would miss Detroit when he finally made a permanent move to the city, but it was only the memories that would make that difficult. "No disrespect to the city, but Detroit was an amazing place to leave. The city's history and architecture was being leveled at that time, in favor of newer construction. Louisville had to fight to hold on to the preservation of its history and architecture, but that was a fight it was winning. That wouldn't have happened in Detroit. Louisville was growing and worked to maintain its identity."



But before we transition entirely to Ron's life in Louisville, let's recollect his childhood in Detroit and discover the artistic past of our 2017 Official Poster artist.

"I was always good at art, but I look at it a lot differently than most of your traditional artists. To me 'art' is more than pen and paper; a paintbrush and canvas. To me, art is a structure. Art is the actual printing device that constructs the final work."

And Ron thinks his interpretation of art is based off the family that raised him. "My grandfather designed front ends for Chrysler and my grandmother was a seamstress. They taught me 2- and 3-point perspective drawing. My grandpa spent a lot of time teaching me to build."

Ron says he spent a lot of time with his grandparents because his "...parents worked so much. They owned a print shop in the suburbs of Detroit. Commercial art kept them pretty busy."

Fast forward to more recent years. Ron continued working with local artists who had become very recognizable on a national level. One of those acts was *(My Morning Jacket)*. “I had designed between 10 and 15 gig posters for the band and in 2009 they had decided to do a live album, ‘Celebración de la Ciudad Natal,’ (translated means Hometown Celebration) that was recorded at Waterfront Park and the old record store, Ear-X-Tacy. They asked me to design a potential cover for that album.”

That cover went on to do more than make the final pressing of the album. It landed Ron his current gig as Creative Director for Copper & Kings American Brandy Company. “It’s My Morning Jacket’s fault that I have a grown up job! The owners of the company, Joe & Lesley Heron, were fans of the band and saw the work that I did with that album. They sought me out for the position. I was only the second person hired at the distillery.”

That’s quite a transition from someone who was on the cusp of going the independent artist route, and potentially leaving graphic design behind entirely. “I was doing covers for some local publications because it gave me flexibility to work weekend shows. The work became so sporadic that I was working at 3AM to get some of my personal projects done. All of the work began to weigh on me and I started to become bored with graphic design.”

“I started making furniture. I did construction for a while. I became really bad at playing guitar, and I even started making sausage.”

Those options were short lived on replacement careers, because commercial design was truly where his passion was. “I was not stopping. I couldn’t stop. Anytime I get asked to speak to a young designer I tell them ‘you have gotta love it.’ You have to have some talent,
(continued on next page)



- 1 Thunder Over Louisville (Fireworks)
- 2 Thunder Over Louisville (Plane Banner Tow)
- 3 Fest-a-Ville (Helicopter Rides)
- 4 Great Balloon Fest (Hot Air Balloon)
- 5 Thunder Over Louisville Air Show (Airplane)
- 6 Marathon/miniMarathon (Beechmont Neighborhood Pavilion)
- 7 Marathon/miniMarathon (Runners)
- 8 Community Landmark (Muhammad Ali's Childhood Home, Butterfly and Bee)
- 9 Community Landmark (John B. Castleman Monument at Cherokee Triangle)
- 10 Marathon/miniMarathon (Speed Art Museum)

- 11 Marathon/miniMarathon (Bourbon Water Tower)
- 12 Tour de Lou (Bicycle)
- 13 Spelling Bee (Bee)
- 14 TheSlice: Spice, Style & Soul (Kentucky Center for African American Heritage)
- 15 BeerFest & WineFest (Event Patrons)
- 16 Basketball Classic (Freedom Hall)
- 17 Pro-Am Golf Tournament & \$1 Million Dollar Hole-In-One Golf Contest (Golfer)
- 18 Celebrity Day at the Downs & Marathon/miniMarathon (Churchill Downs)
- 19 Cinco de Mayo Fiesta (Fourth Street Live!)

- 20 Kentucky Derby Festival (Office Building)
- 21 BourbonVille (The Louisville Palace)
- 22 Great Steamboat Race (Louisville Water Tower)
- 23 Pegasus Parade (Float, Royal Court, Bands, Inflatable and Celebrity)
- 24 Pegasus Parade (Louisville and Nashville Railroad Office Building: L&N Building)
- 25 Pegasus Parade (Union Station)
- 26 Fest-a-Ville and Chow Wagon (Patrons, Rides and Concert)
- 27 They're Off! Luncheon & Thunder Over Louisville (Galt House Hotel)
- 28 Community Landmark (Muhammad Ali Center)
- 29 Kentucky Derby Festival (Pegasus Mascot)

- 30 Da'Ville Classic Drumline Showcase (The Kentucky Center)
- 31 Community Landmark (800 West Market: Former Aegon Building)
- 32 Mayor's Derby Brunch on the River (Farnsley-Moreman Landing)
- 33 Marathon/miniMarathon (World's Largest Baseball Bat)
- 34 Spring Fashion Show (Horseshoe Southern Indiana)
- 35 Community Landmark (Colgate Clock)
- 36 Volleyball Classic (Event Participants)
- 37 Ken-Ducky Derby (Ducks on the River)
- 38 Great Steamboat Race (Belle of Cincinnati)
- 39 Great Steamboat Race (Belle of Louisville)

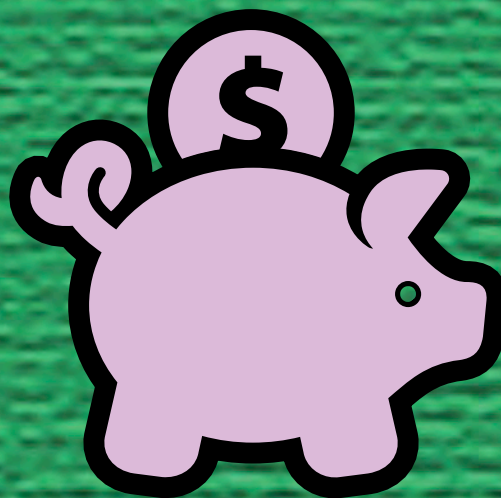
The Kentucky Derby Festival lasts two weeks. Lucky for you, Kentucky has enough fun for the whole year. To plan your next adventure, race to KentuckyTourism.com.

**WE BET YOU'LL
BE BACK.**



#travelky

Kentucky
UNBRIDLED SPIRIT



GET TO THE BOTTOM OF WHERE THE MONEY GOES AT **KyLottery.com**

Kentucky Lottery sales have provided over \$2.8 Billion in college scholarships to over 600,000 Kentucky college students.
So every time you play, the Commonwealth wins.



Fueling Imagination. Funding Education.

SO WHEN YOU SPEND \$1 ON A KENTUCKY LOTTERY TICKET, WHERE'S THAT MONEY GO?

The majority of the dollar – 63 cents – goes right back to players in the form of prizes. Since 1989, more than \$10,500,000,000 in prizes have been paid.

About a nickel goes to the administration of the games so tickets can be printed and the like, while another six cents goes to retailers across the Commonwealth in the form of commissions for selling our tickets.

So that leaves 26 cents from the dollar to go to one of the Kentucky Lottery's crowning achievement – funding college scholarships and grants for our state's best, brightest and most-deserving students.

And since 1999, we've provided \$2,800,000,000 to help them pursue their dreams of higher education.

All told, 673,398 students across the Commonwealth have received a lottery-funded college scholarship or grant since FY99. The awards are distributed by the Kentucky Higher Education Assistance Authority (KHEAA).

Lottery revenue funds the need-based College Access Program (CAP) and Kentucky Tuition Grants (KTG), along with the popular Kentucky Educational Excellence



Scholarship (KEES) program. There are eight total programs funded by lottery proceeds, helping cover everything from dual credit scholarships where high school students can earn college credit thru their classes to scholarships for National Guard members.

In fact, 95 cents of every non-loan student aid dollar awarded by the Commonwealth comes straight from the sales of lottery tickets.

When the KEES, CAP and KTG programs were established, one of the primary goals was to increase the number of Kentuckians with college degrees. This in turn would potentially help create a better educated workforce, which would then help grow the level of economic prosperity for our entire state.

Data from the Kentucky Higher Education Assistance Authority show this is happening. The number of Kentucky residents over the age of 25 who have an earned postsecondary degree has risen to 31.2%, up 5% since 2008. Translated, that means nearly 1/3 of Kentuckians in this age range now hold a college degree.

Learn more at kylottery.com/wherethemoneygoes.



Pageant --- Prom --- Formal Wear --- Pageant Classes

We Dress All Royalty!

Sponsor of the 2017 Kentucky Derby Festival Royal Court

502-222-7757 poshformals.com

4761 Fox Run Rd., Buckner KY 40010

ACTIVE HEROES

Serving Veterans and Military Families



**Your donation
helps us to end
veteran suicide.**



Active Heroes reduces depression and PTSD through:

- **Education** - Peer mentor suicide training and certification program.
- **Active Challenges** - Over 500 national events that help connect veterans, military families and supporters while building camaraderie.
- **The Active Heroes Community Center** - Designed to help improve the lives of military families with activities that include acupuncture treatments, massage therapy, yoga, crossfit, seminars and family nights.
- **The 144-acre Active Heroes Retreat Center** - Hosting hundreds of military families for camping programs that include horses, archery, hiking trails, and features overnight cabins for families.

To make a donation, visit
ActiveHeroes.org

To sign up for an activity,
(502) 277-9280

Active Heroes is a
501 (c)(3) Charity

FOURTH *W@!* STREET

DINE, DRINK, PLAY... PLAY AGAIN



YOUR DERBY DESTINATION

**4TH
ST
LIVE!**

FOOT LOCKER | GORDON BIERSCHE BREWERY & RESTAURANT | HARD ROCK CAFÉ | HOWL AT THE MOON
THE KILL DEVIL CLUB | THE FUDGERY | BRAZEIROS CHURRASCARIA BRAZILIAN STEAKHOUSE | BIRRACIBO
PBR LOUISVILLE | PHILLY STATION | SMOOTHIE KING | THE SPORTS & SOCIAL CLUB | SUBWAY | T.G.I. FRIDAY'S
GUY FIERI'S SMOKEHOUSE | T-MOBILE | BOURBON RAW | TAIPEI CAFÉ | TENGO SED CANTINA
THE MARQUEE BAR | TAVERN ON FOURTH

TO BOOK A PRIVATE EVENT OR CORPORATE PARTY PLEASE CONTACT EVENTS@4THSTLIVE.COM.



DOWNTOWN. 4THSTLIVE.COM

BLU

boutique
urban chic fashion and accessories



12003 Shelbyville Rd
Louisville KY 40243
502-384-8692

a new generation boutique, cutting edge fashion with a southern flair

OFF BROADWAY[®]
SHOE
WAREHOUSE

OFFBROADWAYSHOES.COM

OFF BROADWAY SHOE WAREHOUSE PROUDLY SUPPORTS THE 2017 KENTUCKY DERBY FESTIVAL PRINCESSES

SHOP OUR GREAT SELECTION OF HATS FEATURING
THE CUSTOM HAT COLLECTION FROM C.K. NOBLES MILLINERY

TAKE
20% OFF
HATS, HANDBAGS & ACCESSORIES

BUY ONE, GET ONE
50% OFF
ALL FOOTWEAR



58169

*Offer valid 4/8/17 - 5/7/17 at our Shelbyville Plaza location only. Limit one coupon per transaction. COUPON MAY ONLY BE USED ONCE AND MAY NOT BE MODIFIED, COPIED OR UPLOADED. Must present coupon at time of purchase, cannot be combined with other coupons or used for the purchase of Gift Card(s) and is not redeemable for cash.

**2nd pair must be of equal or lesser value. Excludes accessories. Offers excluded on certain styles and brands, including but not limited to: Ugg, Koollabura, Bearpaw, Asics, Adidas, Converse, Saucony, Sperry, Teva, Birkenstock, Keds, Rockport, Rainbow, online Timberland and Timberland Pro, plus all Nike styles. Discount is taken before taxes. CAN BE COMBINED WITH EARNED QUALIFYING REWARDS DOLLARS BUT NOT OTHER REWARDS COUPON OFFERS. See store associate for details.



A Berkshire Hathaway Affiliate

OVER A **CENTURY** OF LEGENDARY SERVICE.

FROM YOUR **OLD KENTUCKY HOME** TO YOUR **NEW KENTUCKY HOME**

SEMONIN REALTORS® WILL BE THERE



KENTUCKY DERBY
FESTIVAL®
OFFICIAL SPONSOR

Semonin Realtors® is proud to be the
**OFFICIAL REAL ESTATE PARTNER of the
KENTUCKY DERBY FESTIVAL**

www.semonin.com



For over 100 years, Semonin Realtors® has been a solid fixture in the Greater Louisville community, playing a part in its growth and helping our neighbors find a place to call home. As the region's largest and oldest real estate firm and the industry leader in Kentuckiana, Semonin Realtors® has an unparalleled level of support and experience that ensures our home buyers and sellers will have exceptional service from open house to closing.

**"One word for our current market condition - UNBELIEVABLE!
Low inventory combined with high closed sales means moving
fast as a buyer and interesting options as a seller."**

~ Brad DeVries, President & CEO of Semonin Realtors®



PROUDLY SERVICING GREATER LOUISVILLE | ELIZABETHTOWN
NEW ALBANY | & ALL SURROUNDING COUNTIES

 **502.420.5000**
 clientcare@semonin.com



KENTUCKY
Beef
COUNCIL

**ARE YOU BORED WITH YOUR BURGERS?
GET RECIPE IDEAS AT KYBEEF.COM —
CLICK “IN THE KITCHEN TAB”
AND THEN “RECIPE SEARCH.”**

Make a GREAT Hamburger

Start With the Right Beef

The best burgers are made from freshly ground, high-grade chuck beef in an 80/20 mix. Spread the beef out flat and season with salt and pepper. Toss together gently.

Making the Patties

Grab 5 to 6 ounces of meat and lightly toss from hand to hand forming a ball. Pat it into a disk. The patty should be at least as wide as your bun and about ¾- to 1-inch thick.

Perfect Burger Secret Tip

Make a divot in the middle of the burger with your thumb to help it keep its shape while cooking. These burgers can be made ahead and chilled in the fridge.

Get Grilling

Preheat the grill to medium or medium high over direct heat. Oil the grate and then put the burgers on the grill and let them be. Cover the grill.

Time to Flip

It's time to flip when the burger releases from the grate without sticking.

Doneness?

For medium burgers, cook for about 5 minutes per side. For welldone, go a little longer.

Toppings

To add cheese, move the burgers to the cooler side of the grill, top with cheese and cover the grill for a minute to let the cheese melt. Add other toppings and serve.



THE

FREEDOM

TO RESEARCH *your* PASSIONS

An IU education
is as unique as you.
Let your intrigue lead
you to discovery.

Learn more at ius.edu



INDIANA UNIVERSITY SOUTHEAST
FULFILLING *the* PROMISE

LOUISVILLE'S URBAN BOURBON EXPERIENCE orders another round



In Louisville, Bourbon is king and our favorite spirit's kingdom is growing again. Thanks to the \$1 billion investment in the city, there are new developments springing up on the original Whiskey Row and nearly a dozen Bourbon-related ventures around the city. From Butchertown to Crestwood, a whole new wave of distilleries, tasting rooms, visitor centers, exhibits and Bourbon-inspired restaurants are popping up seemingly overnight.

To accompany this flurry of distilling activity, the nine-year old Urban Bourbon Trail continues to whet people's appetite for American's only native spirit. Each stop features 50+ Bourbons, a signature Bourbon cocktail and various Bourbon infused cuisine items.

Savor all the stops with a complete list of the Urban Bourbon Trail at www.urbanbourbon.com and visit the Louisville Visitors Center or any of the 34 stops to pick up a Urban Bourbon Trail Passport.

If all this wasn't enough to whet your Bourbon appetite, soon there will be even more additions to Louisville's Urban Bourbon Experience. On Whiskey Row, Old Forester and Michter's are in various stages of construction and plan to open in 2017 and 2018. Plans are also underway for the \$12.5 million Rabbit Hole Distillery in the historic NULU neighborhood. And there are dozens of new restaurants readying their doors with even more Bourbon-inspired menus and serving up Louisville's official cocktail, the Old Fashioned. Cheers in Bourbon Country!

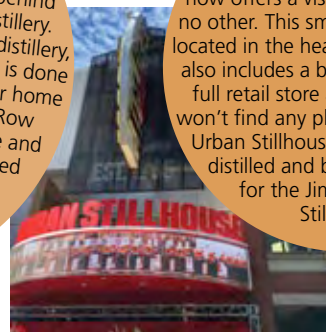
Angel's Envy Distillery
Just opened in the fall of 2016, the former Vermont American Building on the original Whiskey Row was given new life as Angel's Envy's first home. The restoration and addition to the historic 1800's building included salvaging all the exterior walls and cast iron structure. The visitor center interior was inspired by the personality of the late founder Lincoln Henderson and his family. Unique touches include graphics hand-painted directly on to the equipment and walls, installations that show off the personalities of the employees and a tasting bar formed from a single oak tree. Visitors can also enjoy cocktails by in-house mixologists from noon to 4 pm.



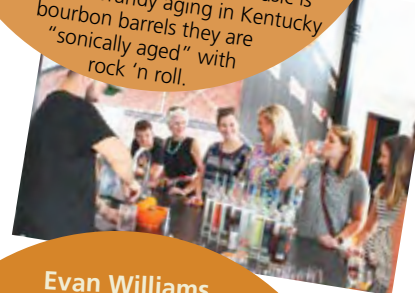
Bulleit Frontier Whiskey Experience
Originally opened on Derby Day in 1935 and reopened to the public in 2014, the Stitzel-Weller Distillery is one of the true cathedrals of the American whiskey industry. Located only five miles from downtown, tours and tasting are available Wednesday through Sunday.

Kentucky Peerless Distillery
Started in Henderson, Kentucky in the 1880s, Peerless Whiskey ceased production during Prohibition. The Peerless label laid dormant until this past winter when it was revived and reintroduced to an entire new generation of Bourbon connoisseurs. Tours and tastings are now open at this state-of-the-art distillery located on the west end of Whiskey Row.

Kentucky Artisan Distillery
Located just 20 minutes from downtown Louisville in historic Crestwood, Kentucky Artisan offers behind the scenes tours of a real working distillery. Their grains are grown a mile from the distillery, their stills are historic, and their bottling is done by hand. Three unique brands have their home here including house label, Whiskey Row Bourbon. The Jefferson's Bourbon line and Highspire Rye Whiskey are also distilled here from corn harvested at neighboring Waldeck Farms. Tours run Tuesday through Saturday.



Copper & Kings
Louisville's only brandy distillery opened in 2014 in the Butchertown neighborhood. Copper & Kings uses traditional copper-pot distillation to forge untraditional, craft-distilled, natural pot-still brandies. The stills were manufactured in Louisville, Kentucky by neighbors, Vendome Copper and Brassworks. Music plays a big role at the Copper & Kings distillery. The name is meant to sound like a band and they categorize their cocktails based on musical genres. There are five sub-woofers in the basement maturation cellar – so when music is played to the brandy aging in Kentucky bourbon barrels they are "sonically aged" with rock 'n roll.



Evan Williams Bourbon Experience
The Evan Williams Bourbon Experience was the first distillery to open in downtown Louisville since Prohibition when they brought their artisanal distillery to Whiskey Row in 2013. It celebrates the legacy of Evan Williams, Kentucky's first distiller and namesake of Heaven Hill's flagship Bourbon brand. The highlight of the tour is a fully functioning, artisanal pot still distillery viewable to visitors and capable of producing a range of American Whiskey types and styles. The gleaming copper pot stills crafted by Louisville's Vendome are a modern version of the same type of equipment Evan Williams himself set up in his distillery along the Ohio River over 200 years ago.

Jim Beam Urban Stillhouse
The #1 Bourbon in the world now offers a visitor's experience like no other. This small working distillery, located in the heart of 4th Street Live!, also includes a bottling line, tastings, full retail store and something you won't find any place else—Jim Beam® Urban Stillhouse Select, a Bourbon distilled and bottled exclusively for the Jim Beam Urban Stillhouse.

ELEGANT HOME DESIGN

KITCHEN & BATH REMODELING

GRANITE

CABINETS

FLOORING

7024 N Dixie Hwy Elizabethtown, KY 42701

270 765 4622

eleganthomeky.com

THE
A division of GRANITE CENTRE

THE JIM BEAM[®] AMERICAN STILLHOUSE

Clermont, 25 Minutes from Louisville,
Exit 112, two miles off of I-65

Immerse yourself in Beam's hallowed grounds. Taste, shop and explore the most hands-on, interactive tour on the Kentucky Bourbon Trail[®].



TASTE. TRADITION. TIMES TWO.

NOW THERE ARE TWO WAYS TO EXPERIENCE JIM BEAM[®].

THE JIM BEAM[®] URBAN STILLHOUSE

Downtown Louisville,
404 S. 4th Street

Taste from our full line of bourbons—even fill and stamp your own bottle—by day or night, right in the heart of the city.

★*Come as a Friend*★
LEAVE AS FAMILY



VISIT JIMBEAM.COM

DRINK  SMART[®]

Jim Beam[®] Kentucky Straight Bourbon Whiskey, 40% Alc./Vol.
©2017 James B. Beam Distilling Co., Clermont, KY.



\$6



at retailers,
\$7 at events

Springtime in Kentucky



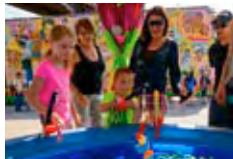
For Families, It's the Most Wonderful Time of the Year

Lucky for you, springtime in Kentucky means more than warmer temperatures and longer days. In Louisville, springtime is the most wonderful time of the year!

Because when the forsythia blooms, so does the Kentucky Derby Festival. And that means you have ample opportunity to get your family out of the house and in the great outdoors. Each year, the Festival offers plenty of family events. And best of all, your family can attend each one with no admission. All you need is a 2017 Pegasus Pin® Family Fun Pack, which you can purchase for \$25 at several retail locations. Check out the following pin events created especially for families.

MEIJER FAMILY FUN ZONE at THUNDER OVER LOUISVILLE®

**Saturday, April 22, 11 a.m. to 11 p.m.,
Downtown at the West Belvedere**



It's Louisville's biggest day of the year! And this is the place to live it up. Get into the zone and enjoy bounce houses, face painting, Big Red Chair, plenty of snacks and best of all ... an amazing view of the airplanes and fireworks.

U.S. BANK GREAT BALLOONFEST®

**Thursday, April 27, to
Saturday, April 29**



For three days, fun takes flight during one of the Kentucky Derby Festival's most honored traditions, the Great BalloonFest. This festivity features five events — the Charity Race, the Glimmer, the Rush-Hour Race, the Glow, and the one and only Great Balloon Race! For specific dates and times, visit the Kentucky Derby Festival website at KDF.org.

REPUBLIC BANK PEGASUS® PARADE PREVIEW PARTY

**Tuesday, May 2, 5 to 9 p.m.,
Kentucky Exposition Center, South Wing C**



The only way to get a closer view of the Pegasus Parade is right here! Your kids will be amazed and feel like a Parade VIP when they get up close and personal with the parade animals, clowns, the Royal Court Princesses and, of course, the spectacularly enormous floats and balloons.

PEGASUS PLAY-VILLE AT KROGER'S FEST-A-VILLESM AND FAMILY DAY

Thursday, April 27, to Derby Eve



In addition to the unending selection of culinary delights and nonstop concerts, Fest-a-Ville is home to Pegasus Play-Ville. This midway of rides includes a giant slide, the Ali Baba, Lil' Scrambler, Charlie Chopper, Ferris Wheel and more. Plus, join us on Family Day, Sunday, April 30, for additional activities including a Mascot Party, Republic Bank Parade Inflatable Practice, the YMCA Healthy Kids Day® and much more.

So there it is! Oodles of opportunities to shake off the winter blues and burn off some of that built-up energy! For information about where to buy your Pegasus Pin® Family Fun Pack, or to learn more about these events, visit KDF.org.



2017 KDF APP!

The Kentucky Derby Festival — right in your hand.

- Build a custom event schedule
- Register your 2017 Pegasus Pin®
- Navigate events using interactive maps
- Receive real-time updates about events, weather, and more
- Share your experience — update your status or share your event photos

Are you a KENTUCKY DERBY fan? Then... What's on YOUR Coffee Table?

The Stunning Book of the World's Foremost Horse Racing Event



The Authoritative Book on the Derby

Thrilling Derby Moments

Author Bill Doolittle takes the reader on a journey through all the spectacle and history. Experience the Kentucky Derby as never before.

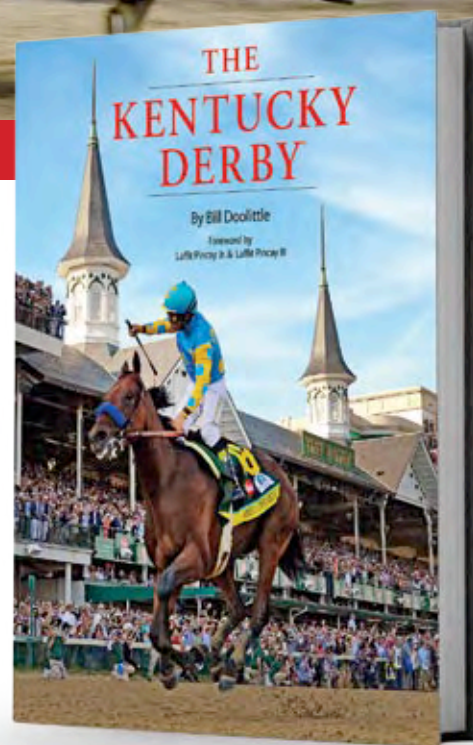
175 Stunning Photographs

The 10" x 12" coffee-table book is lavishly illustrated with color images by today's leading Derby photographers.

Interactive

Digimarc Discover® technology connects readers with online video and bonus material, accessible through any smart phone or tablet.

Additional writing by Daily Racing Form columnist Jay Hovdey, author Billy Reed, historian Rick Cushing, and entertainment/style writer Kirby Adams



Get your copy today! Order online at www.kyderbybook.com

CARPE DIEM BOOKS AND SHIRCLIFF PUBLISHING • PUBLISHING BOOKS OF SIGNIFICANCE AND IMPACT

Kentucky Derby Festival & The Fillies, Inc. 2017 Official Program 65

On The Track

Patron & Benefactor Program

"On The Track" is a page reserved for Patrons and Benefactors to show support for the Kentucky Derby Festival Official Program Presented by The Fillies, Inc. It gives the community and Fillies members an opportunity to be a part of the Festival spirit.

Julep Cup

Sharon Conlin
Barbara Conway
Julie & Mike Hinson
Michele Oberst
Shirley & Pat Payne
(in memory of Kurt Broecker & O'Bryan Worley)

Quarter Mile

Patsy Allen
Abby Dennison
Jude Elkins
Judy Erk
Pam Frick
Jo Graves
Pam Hendrickson
Barbara Hood
Cindy Lewandowski
Dorothy McNair
Mary Lou Meyer

Marcia Murphy
Carol Powell
Becky Kuster Ragland
Terri & Rusty Saunders
Jennifer Stebbins
Suzann Thompson
Denny Wiseman
Julia Wiseman
Annalee Worthington
Julia Landreth,
Heart Disease

Starting Gate

Charlotte Akers
Elisha Ballard
Helen Berry
Paula Bishop
Barbara Bond
Kurt & Mary Broecker
Mary Broecker
Cheryl Butler
Millie Clore
Merilyn & Carl Coslow
Karen Curtis
(In Memory of Dr. Jeffery Curtis)
Sheldon Davis
Teresa Donner
Terri Donner
Ann Dreisbach
Jeff English
Cheryl Estep
Millicent Evans
Carmen Pantoja Evans
Becky Fangman
C.A. Franck,
beautiQ7
Cathy Frank
Cheryl Franck, Beauty
Counter Consultant
David Franck, State
Farm Insurance
John & Alex Freeman
Pamela Frick
Jane Garcia
Carol Goodin
Pat & Coleman Gray
Alice Hall (In Memory
of Elbert Johnson)
Alex Hendrickson
Drew Hendrickson
Pam Hendrickson
(In Memory of Chesly Wiseman)
Rita Hinton
Darlin Hruska
Dana & Ted Huber
Huber's Orchard & Winery

Nancy Laird
(In Memory of Libby Brown)
Mary Littrell
Jane McClinton
Paula Alvey, 805 Hair
Studio
Mildred Payne
(In Memory of Katie L. Payne)
Beverly Pendleton
Grace Poganski
Anna Potter
Robert & Melody
Raymond
Natalie Richards
Linda Riggle-Leech
Linda Schaaf
Karen Scherer
(In Memory of Violet Eversole)
Betty Schutte
The Seadler Family
(In Memory of Charles & Mary Jo Seadler)
Stacy Serad
Debbie Smith
Sheryl Sprigler,
Citiview Louisville
Don & Suzann
Thompson
Aida Touma
Barb Wainwright
Chris Whelan
Debbie Wiley
(In Memory of Jean Wathen)
Lou Ellen Williams
Susan Wolff

Winner's Circle

Kathy & Cris Bingham
Glenda Thome (in memory of
Barbara Cox & Barbara Davis)

Finish Line

Scott & Shannon Adkins
Juanita & Bill Beach
Paula L. Campbell
Barbara Conway
Debra & Ben Finneran
Paula Harshaw
Joanne Hurst
Bea Jones
Jeannie Kral
Sandra Libs
Fred & Linda Miller
Susan Moore Debra & Mitch Rayman
Charlee Robbins
Mollie Smith

Half Mile

Hedy Arrell
Jolé Burghy
Jenny Jacob
Diane Kurtz
Lisa Qujiggins-Pittman
Melody Raymond
Michael & Shannon Seebert

LOUISVILLE PROUD.

SMALL BUSINESS OF THE YEAR
(SMALL BUSINESS ADMINISTRATION)

NATIONALLY ACCLAIMED.

COAST-TO-COAST COVERAGE
FOR BUSINESSES OF ALL SIZES

A-LIST SERVICE.

VIP, SMALL-BATCH ATTENTION FOR OUR CLIENTS

LOCKER PR CLIENTS FREQUENT:



The New York Times



MSNBC

marie claire

Doctors

Be the next
show stopper.



For nearly a decade, principal Debra Locker has provided concierge caliber service to the luxury and lifestyle brands she represents. With numerous national and international placements, Locker PR calls the world-famous Derby city home. Contact Debra to expand your business' reach significantly over traditional marketing.

LOCKER PR

LOCKERPR.COM | DEBRA@LOCKERPR.COM



Live local Give local

Tanner was just 7 when he was diagnosed with brain cancer.

His radiation and chemotherapy treatments made him ill and weak. Regular blood transfusions helped strengthen his body to receive the treatments.

It worked.

Thanks to Kentucky blood donors, Tanner is now an active, happy and healthy 13-year-old. Help local patients like Tanner, and donate with Kentucky Blood Center.

Middletown Donor Center

12905 Shelbyville Rd., Louisville
(near Target, Walmart & Buffalo Wild Wings)

Donor Center hours:

Tuesday–Thursday	10 am–7pm
Friday	8 am–6 pm
Saturday	10 am–2pm
Sunday & Monday	Closed

Offices located in:

Pikeville | Somerset | Lexington | Louisville | Paducah

To learn more or ask about hosting
a blood drive:

800.775.2522 or kybloodcenter.org

KDF BOARD of DIRECTORS

EXECUTIVE BOARD

Chair of the Board

Lisa Stevenson
DuPont Manual High
School

Chair-Elect

Scott Watkins
Norton Healthcare

Vice Chair

Marita Willis
The American Red Cross

Immediate Past Chair

Wes Rutledge
President and CEO

Michael E. Berry

Steve Andriot

Dri-View

Jill J. Bell

Passport Health Plan

Tyler Bliss

New Albany/Floyd Co.

Education Foundation

Steve Conrad

Louisville Metro Police
Department

Treasurer

Judy Hess

Horseshoe Southern Indiana

Scott Kuhn

Sheehy Advertising

Ken Selvaggi

WAVE TV

Stacy Serad

Humana

Mike Shea

Government Strategies

Catherine Smith

Louis I. Waterman

Goldberg Simpson, LLC

Secretary

Mike Ziemianski

St. Meinrad School of
Theology

DIRECTORS

Col. John E. Aubrey

Jefferson County Sheriff's
Office

Kathy Bingham

The Fillies, Inc.

Kristin Branscum

Kentucky Dept. of Travel
& Tourism

Barry Brauch

American Founders Bank

Paul Carroll

Zeon Chemicals

Wendy Dant Chesser

One Southern Indiana

Natasha Collins

LG&E and KU Energy, LLC

Cathy Colliver

Courier-Journal Media

David Combs

Walmart

Mike Coomes

Papa John's International

Al Cornish

Norton Healthcare

Merilyn Coslow

Linda Danna

WHAR 11 - TV

Harry Dennerly

Food Service Solutions

Barry Denton

Masonic Homes of Kentucky

William R Fisher, Jr

DuPont Louisville Works

Brenda Frank

Office of the Mayor

Mike Gandolfo

RE Solutions, LLC

Glenn Haygood

WLKY-TV

Robert Hecht

Stock Yards Bank & Trust
Company

Darren Hobbs

ZirMed

Charles Hoffman

Ford Motor Co.

Pattie Imperial

Fifth Third Bank

Brian Jones

GLI

James O. King, III

King Southern Bank

Bill Lamb

WDRB Media

Hank Mangeot

AT&T Kentucky

Ed McCoy

Kerr Office Group

Tim McGurk

Kroger

Carol Nord

Nativity Academy at St.

Bonafide

Nancy O'Hearn

Galt House Hotel & Suites

Brian Outland

Coca-Cola Bottling Company

Consolidated

Barbara Porter

BB&T

Debbie Prewitt

Citizens Union Bank

Erin Rasinen

Messer Construction Co.

Janet Reilly

U.S. Bank

Jason Rittenberry

Kentucky State Fair Board

Michael Sadofsky

Republic Bank

Bruce Salyer

Meijer

Jean G. Scott

Young Professionals

Association of Louisville

Mike Sewell

Gresham, Smith & Partners

Trisha Smith

University of Louisville

Marty Storch

Metro Parks Department

Suzann Thompson

Nancy Jo Trafton

Indiana University Southeast

Lani Vandertoll

KentuckyOne Health

David Vogel

Louisville Water Company

John Waggoner

HMS Global Maritime

Joey Wagner

J. Wagner Group

Kristin Warfield

Churchill Downs Incorporated

Stacey Yates

Louisville Convention &

Visitors Bureau

PAST CHAIRMEN

1957 Robinson S. Brown, Jr.*

1958 Addison F. McGhee* (F)

1959 Frank G. Rankin*

1960 Spencer T. Jones*

1961 J. Seaton Huff *

1962 Fred McClellan*

1963 Richard B. Condon*

1964 William Moore*

1965 James Browitt*

1966 Arthur T. Sturgeon*

1967 Thomas A. Ballantine*

1968 Basil P. Caummisar* (F)

1969 Mac Smith*

1970 D.A. Sachs, III*

1971 Samuel H. Gifford*

1972 Arthur J. Metzler*

1973 Ralph C. Wooton*

1974 Samuel H. Klein*

1975 W. Clyde Glass*

1976 Lewis C. Tingley*

1977 Charles R. Smith

1978 James E. Carrico

1979 Edwin C. Coburn*

1980 Katherine G. Peden*

1981 James S. Judy

1982 Bernard D. Rosenthal

1983 William J. Sheehy*

1984 William E. Summers, III*

1985 Barbara M. Hoffman

1986 Edward Jungbert, Jr.*

1987 William W. Campbell

1988 Wendell P. Wright

1989 Thomas A. DeMuth*

1990 Mrs. Charles (Jean)

Weyland

1991 David W. Higgins*

1992 Carol W. Hebel

1993 David H. Snowden

1994 Mike Kallay -
Chairman of the Board

Guy W. Hempel -

Festival Chairman

1995 Donald G. McClinton -

Chairman of the Board

Marlyn Y. Smith -

Festival Chairman

1996 Donald G. McClinton

1997 Robert R. Scherer*

1998 Thomas T. O'Hearn

1999 Penny McGtighe*

2000 William E. Summers, IV

2001 Sam Smith

2002 Linda McGinity Jackson

2003 E. Douglas Hamilton

2004 Carolle Jones Clay

2005 Dan L. Owens

2006 Rip Hatfield

2007 Roy Potts

2008 Nancy Norris

2009 Chris Dickinson

2010 Leslie Broecker

2011 James A. Hillebrand

2012 Wendy Jacob

2013 Chris Whelan

2014 David Nett

2015 Trish Osborn

2016 Wes Rutledge

HONORARY MEMBERS

John T. Ballantine

Hon. Matt Bevin

Martha Layne Collins

Barbara Price Cordery*

Hon. Greg Fischer

John R. Guthrie

Earl Ruby* (F)

Willard Scott

Ray Wimberg* (F)

* Deceased

(F) Kentucky Derby Festival
Founder



at the Kentucky State Capital Building in Frankfort

SPECIALISTS IN EVERYTHING FROM

chemotherapy to art therapy.

When you come to Norton Cancer Institute, you'll get more than a doctor. You'll get a team. A united team of the region's top cancer physicians, researchers and alternative therapists. So whether you need a specialist in radiation or meditation, a clinical trial or nutritional counseling, we've got you covered. And we have dedicated patient navigators ready to guide you, one-on-one, every step of the way.

To learn more about our holistic approach to cancer care, call (502) 629-HOPE or visit NortonCancerInstitute.com.



NORTON
CANCER INSTITUTE

Caring for the body. And the person within.



Apricot Lane
BOUTIQUE



WESTPORT VILLAGE
502-708-2822



RIVER CITY DRUM CORPS

"Spirit of the Drum"

A CHANGE IS GONNA COME

By Hannah Kingsbury

In 1990, the Parkland Boys and Girls Club went under an unprecedented transformation when they hired Portland native, Ed White, as their new Director. The organization, created to provide a safe environment for youth, commonly arranged sports based activities for children in their care, leaving a void for those less athletically inclined. White spearheaded a change inspired by his own experience as a child.

One of seven, White grew up involved in the Boys Club, "my mother had four boys in a row and was looking for a one stop shop. Problem was, all of my brothers got the sports gene and I didn't. I was into art, but I was told I couldn't do that because that's not what boys do."

The lightbulb flickered

White is known for an abundance of things in Louisville, but atop that list is the River City Drum Corps (RCDC). While many know the name, few know its origin. As White looked for an outlet to expand the Boys and Girls Club into arts and culture, the organization became a catalyst for the development of the Drum Corps.

Established as a non-profit, RCDC is a cultural arts dream that blends traditional African drumming, percussive training, and drum line performance - an artistic avenue for kids 5-18. Children are responsible for many aspects of the organization, including creating their own drums from local recycled materials. White explains that "having the children build their drum, while it lowers cost, wasn't a financial decision because it gives them an investment in the product."

With RCDC as an illustration, White remarked that the value of arts and culture in children's education is priceless. "People see us playing and they see our energy, but they don't know that we're also a social service agency. We have some kids that go through things children shouldn't have to go through, but for them it's everyday." Reminiscent to the Boys and Girls Club, White created a space where kids can come and feel safe.

The lightbulb CLICKED

While RCDC is a program for children, it has unintentionally become a program for families. They rely heavily on family structure to shape the cultural ideology and contribute to the success of the group. In fact, parent participation is not suggested, it is required for children to stay in the program. "We build a sense of community by getting parents involved. I hand them the tools and ask them to build the house," said White. "Even though some days the roof leaks and the door is falling off, it's a process."

Now 27 years old, RCDC has expanded into the public school system, across state lines, and become an official event of the Kentucky Derby Festival (KDF). Though White was initially hesitant

to the relationship he absolves his uncertainty: "partnership with KDF has given the program a stamp of approval. It says we are here, we are genuine, and you should support us." The non-competitive annual Da'ville Classic Drum Line Showcase will celebrate its 11th year, where local and out-of-state drum lines, including RCDC, perform.

The Da'ville Classic also serves as a recruiting and scholarship program with participating colleges. White requires students in RCDC to maintain a 2.5 GPA in order to play; whenever a student falls below those standards, they must develop an intervention plan to get their grades on track. White, whose passion is as deep as his patience explained that "for those that don't make it, it is not because they can't, it is because they won't." Judging by the amount of students White has had go on to college, some even on full ride scholarships, it is rare to find a child unwilling to meet his rules. They now stretch across the Nation, unified by a program which uses music to teach life skills.

The lightbulb SHINED

The program has come a long way since it's inception. "It used to be just me and eight kids. We would strap the drums on top of my Buick station wagon and go everywhere together," says a nostalgic White. In one of his last conversations with his late wife, Zambia, he made her a promise that will soon be fulfilled. On the 30th anniversary of RCDC, every child who knew Zambia will have graduated. White plans to then pass the torch onto Albert Shumake, one of eight original members of the Drum Corps. "I knew I couldn't hand it over to just anyone, but I saw in him what I saw in me."

The program has come full circle. While White developed the River City Drum Corps to give purpose to kids, it actually gave him purpose in life. Through future generations, the "Spirit of the Drum" will beat on.

The lightbulb BURNED BRIGHT



River City Drum Corp Cultural Art Institute, Inc

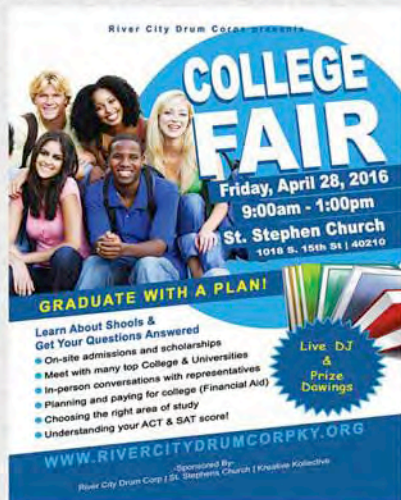


April 28th & 29th, 2017

**Friday
April 28th**

Da'Ville Classic College & Career Fair

St. Stephen Family Life Ctr
1018 S. 15th St | 40211
9:00am - 1:00pm



**Friday
April 28th**

Da'Ville Classic GREEK Step Show Competition

Mecury Ballroom
611 South 4th St | 40202
7:00pm - 11:00pm



**Saturday
April 29th**

11th Annual Da'Ville Classic Drum Line Showcase

The Louisville Palace
625 South 4th St | 40202
3:00pm - 8:00pm



www.rivercitydrumcorpkky.com




Shawhan Place

A Full Service Thoroughbred Farm

Boarding
Breeding
Foaling
Sales Prep & Consignment
Breaking
Lay-Ups
Pre-Export Quarantine

Matt Koch Owner & Manager 859.621.8600
Ted Kuster Owner 859.229.0734
1936 Cynthiana Road Paris, KY 40361



ASSOCIATES in DERMATOLOGY

Louisville's First & Largest Dermatology Group
Locally Owned



Jeffrey P. Callen, MD



Carol Kulp Shorten, MD



Jyoti Burruss, MD



Kristin O. Donovan, MD



Shannon McAllister, MD



Alfred L. Knable, MD



Timothy S. Brown, MD



Janine C. Malone, MD



Anna A. Hayden, MD



Soon Bahrami, MD



Cindy Owen, MD



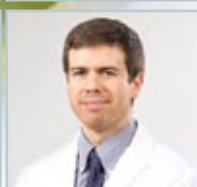
Sonya Burton, MD



Courtney R. Schadt, MD



Michael W. McCall, MD



M. Tye Haeberle, MD

East End - Louisville, KY
3810 Springhurst Blvd.
Suite 200

Fern Creek, KY
10302 Brookridge Village Blvd.
Suite 102

Lebanon, KY
325 West Walnut Street
Suite 300

Shelbyville, KY
130 Stonecrest Street
Suite 104

New Albany, IN
2241 Green Valley Road

Audubon Medical Plaza East
3 Audubon Plaza Drive
Suite 630 Louisville, KY

Leitchfield, KY
908 Wallace Avenue
Suite 203

AssociatesInDermatology.com **502-583-1749**

For Cosmetic Dermatology Services contact:
Aesthetic Alternatives (a subsidiary of AID) 502-625-2214



MASTERS OF OUR CRAFT

MARRIOTT + BOURBON

A PERFECT COMBINATION

Explore Louisville's growing bourbon scene or sit back and enjoy a Mint Julep made from one of more than 6 bourbons available at our own BLU Bar, a founding member of the Urban Bourbon Trail.

LOUISVILLE MARRIOTT DOWNTOWN - YOUR KENTUCKY DERBY FESTIVAL DESTINATION



WWW.MARRIOTTLouisville.COM
280 W JEFFERSON ST. LOUISVILLE, KY 40202



Stay ahead of the ever changing race to manage & protect your life's assets.



The right insurance products will help provide financial security for those you love. Get a free no-obligation review of your current coverage and discover special discounts for AAA members.

Not a member? Joining and saving are fast and easy when you speak with a AAA Insurance Advisor.

Visit AAA.com/Insurance
or call 1-800-727-2552.



AAA – Your Trusted Insurance Advisor

AAA Insurance coverage underwritten by the Auto Club Property-Casualty Insurance Company.



KENTUCKY DERBY
FESTIVAL

*The stories you
tell happen here.*

2017 **PEGASUS PIN®** Sponsorship

**Pins,
Y'all!**

NEW! Register your
pin for exclusive online
offers and Festival perks.

Your TICKET to premium prizes.

Every pin is eligible to win a Weekly Grand Prize.
To enter, register using the **KDF APP** or **PEGASUSPINS.COM**.

Weekly Grand Prizes



\$2,500
"Speakeasy Bourbon Party"
3/17/2017



\$2,500
Travel Certificate
3/24/2017



**\$2,500 Premium Season Tickets
& Merchandise Package**
3/31/2017



\$2,500 Visa Gift Card
4/7/2017



\$2,500 Kroger Fuel Card
4/14/2017



\$2,500 Meijer Gift Card
4/21/2017



\$2,500 Kroger Gift Card
4/28/2017



\$2,500 Kroger Grocery Card
5/5/2017

\$6



at retailers,
\$7 at events



Gold Pin Winner Grand Prize



Kentuckiana Honda Dealers

2017 Honda CR-V
5/12/2017

The sooner you register, the more chances you have to win!

Coupon Sponsors



FREE COMMEMORATIVE DERBY FESTIVAL GLASS

Just bring your coupon to any Liquor Barn.

*Coupon included inside pin envelope.

liquorbarn.com

Offer good March 6, 2017 - May 7, 2017, OR while supplies last. One glass per coupon, limit 4 coupons per person per visit.



PEGASUSPINS.COM • #PEGASUSPIN



Vote in the 2017 Music Derby:

(Which song title would make the best Derby Horse name?)

1. Dark Horse

2. Boot Scootin' Boogie

3. Sunshine and Whiskey

4. Sharp Dressed Man

Vote using
#MyDerbyStation

106.9
PLAY 



Q103.1

107.7
The Eagle
Louisville's Classic Hits

Landmarks of “The Greatest” – Muhammad Ali’s Louisville



“...tell em I’m from Louisville! I don’t want Chicago, or New York, or Texas to take the credit for all I’ve done... It’s Louisville!” ... “So I want y’all to know, that we in Louisville are the greatest of all time!”

A global icon was lost with the death of Muhammad Ali last summer. And, while the world grieved his passing, Louisville lost a beloved son. Ali, while loved and revered throughout the world, always considered Louisville to be his home. A week-long tribute and memorial in Louisville saw residents line miles of a funeral procession through city streets while showing throngs of international visitors the city’s signature hospitality.

Ali, originally known as Cassius Clay, was born in Louisville on January 17, 1942. It was here he honed his ability as a boxer, and it was here he returned to after winning Gold in the 1960 Rome Olympics. He returned often after capturing the title of Heavy-weight Champion of the World, and since his retirement from boxing, he has been involved with the vision and direction of the Muhammad Ali Center. And it is here, in Louisville, that “The Greatest” has his final resting place.

Having lived most of his young life in Louisville, the city is full of “landmarks” that are the backdrops of the events and experiences that molded Ali into the man who was both loved and respected as a legendary sports figure as well as a man of true principals. A self-guided brochure takes fans on a journey of Ali’s **“Footsteps of Greatness”**.

The **boyhood home of Ali** was opened as a museum after a major renovation that returned it to its original state. It was the house that he was brought to after his birth at Louisville General Hospital.

Ali first learned to box at the Columbia Gym, located in the basement of Columbia Auditorium, which is now the Spalding University Center. Ali graduated from West Louisville’s **Central High School**. After winning the gold in Rome, a celebration was held at the high school. Clay made his professional boxing debut in **Freedom Hall**,



a multipurpose arena located on the grounds of the Kentucky Exposition Center that is still used today and was the site of a special Muslim service held the day before his burial and attended by 10,000 people.

The **Second Street Bridge** is where Ali stood and is thought to have thrown his Olympic Gold Medal into the Ohio River after he and a friend were denied service at a local restaurant because they were black.

In 1978, Walnut Street in Louisville was renamed **Muhammad Ali Boulevard**. The street runs nearly five miles through downtown to West Louisville.

And finally, Muhammad Ali was laid to rest in Louisville’s **Cave Hill Cemetery**. One of the most beautiful spots in the city, Cave Hill is a 296-acre Victorian era National Cemetery and arboretum. Visitors can currently follow a painted green line from the cemetery entrance to Ali’s grave.

The stories of these sites and many more, can be found at the **Muhammad Ali Center**. This iconic museum and cultural center located in Ali’s hometown has honored his life and legacy for over a decade.

Louisville will continue to celebrate Ali’s legacy this summer with the “I Am Ali” Festival. Opening on the one-year anniversary of Ali’s death on June 3, it will mirror Ali’s “Six Core Principals” with six weeks of programming that will culminate on July 15. In addition to the visiting the stops on Ali’s “Footsteps of Greatness”, special events and exhibits will take place at attractions throughout the city. For a full list of events: www.gotolouisville.com/ali.





Expert Solutions FOR PEST CONTROL

OPCPEST.COM (502) 969-9635

Official Pest Control Partner



Pediatric Medical Day Treatment Facilities

Nurse~Staffed Day Care

(502) 210-5538
www.thekidzclub.com



♪ Dial 1-Tom Drexler, His Name Is His Phone Number! ♪

TOM DREXLER

PLUMBING, AIR & ELECTRIC

DIAL 1-TOM-DREXLER

TomDrexler.com • 456-5982

**2017
THUNDER
FUNDER
SPONSOR**

Thunder Over Louisville

Feel better. Work better. Live better.

comfort and pain relief start here

ZERO GRAVITY

Optimal position to prevent and relieve back and neck pain



MASSAGE

Relax, reduce stress, and ease pain on your schedule



WE CAN HELP

Expert assessment
Personal attention
Custom fit solutions
Holistic approach



ERGONOMIC WORKSPACE

Promote comfort and productivity while minimizing risk of musculoskeletal disorders



IDEAL SLEEP ENVIRONMENT

Restorative sleep is essential to a healthy mind and a healthy body



Relax The Back® providing practical solutions for back and neck pain for over 30 years

Locally Owned & Operated

The Forum Shopping Center 260 N. Hurstbourne Pkwy. 502.384.7928



RELAX THE BACK®

www.relaxtheback.com

CREATED BY HYATT
inspired by you



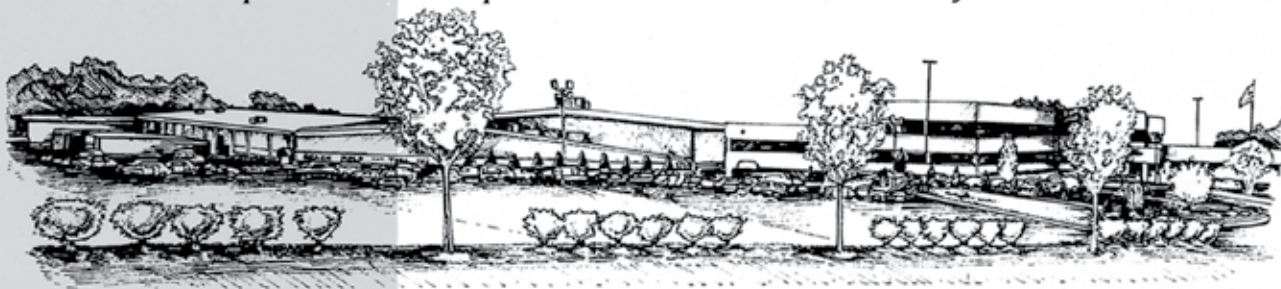
MOLDING LEADERS IN THE INDUSTRY



BEACH MOLD & TOOL, INC.

- Product Development & Engineering
- Custom Decoration, Assembly & Testing
- Advanced Tooling Techniques
- Administrative & Logistics Management
- Precision Molding

We're proud to be a sponsor of The Fillies • Bill & Juanita Beach



999 Progress Boulevard New Albany, IN 47150
(812) 945-2688 Fax 944-3705
www.beachmold.com email: USBMTVMT@IBMMAIL.COM

A hat makes a fashion
statement for a day...



Fashionable eyewear makes a statement
every day!



kate spade
GLASSES

Vera Bradley

OAKLEY

Ray-Ban

bebe

Maui Jim

SEE
YOUR BEST
LOOK
YOUR BEST



Official Eye Care Partner

Most insurance
accepted

vsp eye
Mea

visionfirst
LOCALLY OWNED SINCE 1973

visionfirsteyecare.com



Derby Festival Building Celebrates Its First 100 Years

By Robert Hadley



Even a century ago, businesses had learned to market their services by promising to save customers time. For proof, consider the name "Quick Tire Service," the first business to occupy what is now the headquarters of the Kentucky Derby Festival.

Although the property at 1001 S. Third St. has served many uses over the years, among them a private home, a used car lot, an auto repair facility, even a psychiatric practice, theater company and others; in the history of Louisville and the Kentucky Derby, the most auspicious use is the one it has held over the last two decades: home to a festival celebrating the fastest two minutes in sports.

Tracing the history of the two-story brick structure — identified as an example of the Beaux Arts style, according to Professor Christina Carbone of the University of Louisville's Department of Fine Arts — proved a daunting task. For one thing, records of hundred-year-old building permits are nonexistent.

Nevertheless, listings in directories from the period, as well as advertisements, suggest the building may actually be celebrating its centennial this year. According to Caron's directories for the city of Louisville, the property stopped being a private home for Jos. Newin, Jo Flowers and Minnie M. Kilcourse, sometime around 1917. The next year, that address began promoting itself as Quick Tire Service and United States Tire Co., according to the 1918 city directory, no doubt to meet the needs of approximately 230,000

residents, based on the U.S. Statistical Abstract of the time.

Over the next several decades, the names continued changing. 1928's directory saw the property listed as U.S. Rubber Co. and Quick Tire Service, which then morphed into Superior Tire & Sales in the mid-1940s. By 1956, the same year the Festival incorporated, the name had changed once again, this time to Superior Auto Sales, a used car facility. The block around Third and Kentucky streets seemed to be the hub of an automotive corridor. The 1956 directory listed Ace Motors, another used car outlet, at 1000 S. Third St., a block north of the KDF building, and the same directory listed the Kentucky Automobile Co. a few doors down, at 1051 S. Third St.

Closer to the 1980s, the building transitioned into more eclectic uses. On Dec. 7, 1988, an entity known as Creative Endeavors Ltd. purchased the building from its previous owners, who comprised First Kentucky Trust Co., the trustee of the will of William A. Reisert, and eight members of the Gates family, thought to be his grandchildren. The price was \$143,000.

Creative Endeavors and its tenants remained ensconced in the building until the partners agreed to sell it to the Kentucky Derby Festival in 1995 for \$326,000. Business First reports an additional \$300,000 renovation cost, for a total investment of \$626,000.

Derby Festival Growing Pains

From its official start in 1956, the Festival's headquarters had played musical chairs among several downtown locations, according to President Mike Berry.

"During the first few years, we were like Bedouin tent dwellers," he recalled. "We moved around a lot in the early days, from the mayor's office, to the Chamber of Commerce Building, even the Convention and Visitors Bureau. This was in the 1950s and '60s."

From the late 1970s on, the Festival was undergoing a significant growth period with former CEO Dan Mangeot at the helm. An article in the 2001 edition of The Encyclopedia of Louisville stated the group's budget grew from \$700,000 to \$4 million a year under his tenure. (Today, the Festival operates on a \$7 million annual budget.)

In the 1970s, the Festival had its headquarters at 621 W. Main St. before choosing what was, according to a mention in Business First, a 5,000-square-foot location at 224 W. Muhammad Ali Blvd. The staff of a half-dozen or so people shared space with another tenant, United Mail, making the space cramped for the blend of office and storage space any Festival headquarters site must accommodate. After all, where else do you store 5,000 miniMarathon bibs?

"We were on the first floor," Berry said. "It was a shotgun office, not very conducive to office space, with very little storage in back. There was a lot of noise, a lot of activity, and no parking."

Around 1986, with inadequate space to hold the meetings required of Festival planning, the search was on to find new digs. The next step was a move just a block away, to 137 W. Muhammad Ali, a building that formerly housed computers used by businesses in the nearby Stifel Nicolaus Building on the corner of First Street and Muhammad Ali Boulevard. That location, now occupied by First Bankers Trust Company and ALSAC/St. Jude Children's Research Hospital (and has an updated address of 135 W. Muhammad Ali), held a garage and plenty of storage space for special event props.

"And we continued to grow there, and ended up having to turn storage space (not the garage) into additional office space," Berry said. "So about 10 years later, in 1995 or '96, we started to look for another space. I mean, we were literally out of room."

Carol Hebel, 1992 Chairman of the Festival's Board of Directors, agreed that the former space was inadequate to suit the growing organization's storage, meeting and parking needs.

"The Derby Festival has a lot of signs and this and that to store, and we didn't have enough meeting rooms," Hebel recalled. "We were growing, adding new people, so we were ready to do something."

Hebel, who is semi-retired from the real estate firm she operated at the time, recalled Mangeot's mindset from the period.

"I showed him a couple of things, and he was serious about space on Grinstead Drive," Hebel said. "But he wanted to stay downtown, to keep a Festival presence there."

The search was on, and Mangeot worked with area real estate broker Sandra Metts Snowden (wife of Triangle Talent owner and past Festival Board Chair David Snowden) and her agent, Kim Alexander, to find a suitable location. The building at 1001 S. Third St., then owned by Creative Endeavors, the latest in a series of owners, was up for sale.

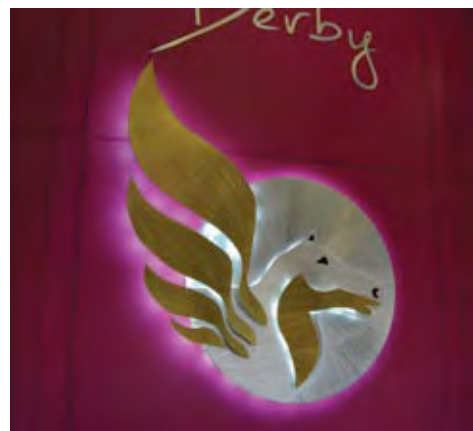
Mary Martin, the agent representing Creative Endeavors, recalled that the company was a partnership among Kentucky Contemporary Theater owner Andrea Pecchioni and her husband, as well as a group of psychiatrists associated with the University of Louisville. Both groups housed their offices in the building: the doctors on the first floor and the theater company on the rear section of the second floor, with performance and rehearsal space below. This space would turn out to be ideal for storing Pegasus Pins from the past.

Because of its history as an automotive facility, and due to its age, there were haz-mat remediation issues with the building. After state officials determined empty gas tanks were buried under the front portico, the most cost-effective solution was deemed to be filling the tanks and underground space with gravel. The same solution was employed to seal the old basement, where an asbestos-clad boiler heating system had been quartered.

"As far as the inside of the building goes, almost everything we did was aesthetic," Berry said of the remodel.

This included opening a formerly enclosed stairwell between the first and second floors and partitioning the second floor into office cubicles.

Today, the remodeled meeting room can seat all 75 board members, house more storage units in the former garage than ever before, and brings an iconic Festival to an equally iconic neighborhood of Old Louisville. Not to mention, the building is completely paid off and debt free, no small feat for a non-profit organization.



Thorobreds 2017

Thunder Level

Robert Clarkson
John Francis
Clarence Stuber

Benefactor Level

William Beach
Juanita Beach
Mary Jo Bean
Leslie Broecker
Patti Brown
Jack Guthrie
Jeffrey Haag
Robert Hatfield
Shirley Huhn
Jenny Jacob
Ben Lear
Jerry Merritt
Glenda Thome
Jean Weyland
Wendell Wright

Basic Level

Steve Andriot
Col. John Aubrey
Susan Baker
Jack Ballantine
Patsy Bargo
Charles Bell
Diana Bell
Margaret Bell
Jill Bell
David Beneke
Helen Berry
Michael E. Berry
Cris Bingham
Kathy Bingham
Tyler Bliss
Kristen Brascum
Barry Brauch
Shari Broecker
Andrea Caldwell
Paula Campbell
Bill Campbell
Paul Carroll
Michael Chesser
Wendy Chesser
Nataasha Collins
Cathy Colliver
David Combs
Steve Conrad
Mike Coomes
Allen Corbin
Al Cornish
Merilyn Coslow
Becky Cowan
Beth Crisillis
Linda Danna
Sheri Dasgupta
Brad Davis
Don Davis
Helen Davis
Harry Dennerly
Barry Denton

The Kentucky Derby Festival's Thorobred Program gives members exclusive VIP insider access to Festival events, discounts and promotions. Thorobred memberships support the KDF Foundation, so that also means a portion of every membership is tax deductible.

Dan DePaola
Mary Jean Deye
Chris Dickinson
Melva Dukes
Joe Dulworth
Judy Erk
Sherry Estep
Kathy Falk
Becky Fangman
Mike Ferguson
Ben Finneran
William Fisher
Amy Foss
Joan Fox
Cheryl Franck
Brenda Frank
Alex Freeman
John Freeman
Anthony French
Sally Galla
Mike Gandolfo
Donna Gatza
Marbeth Gibson
Penny Goddin
Jo Graves
Sandy Griffiths
Katherine Halloran
E. Douglas Hamilton
Norris Hamilton
Lisa Harrod
Glenn Haygood
Robert Hecht
Sissie Henderson
Kathy Henderson
Jonathan Henney
Judy Hess
Deanna Higdon
Joe Hildesheim
Linda Hill
Larry Hill
Dawn Hitron
Darren Hobbs
Charles Hoffman
Darlin Hruska
Joanne Hurst
Wendy Hyland
Pattie Imperial
Barbara Isbell
Wendy Jacob
Sharon Jenkins
Ben Johnson
Lynn Jones
Brian Jones
Carolle Jones Clay
Calvin Kaufman
William Kelly
Rene Kendrick
James King
Joan Knight
Karen Koch

Jeannie Kral
Robin Krawiec
Scott Kuhn
Bill Lamb
Jean Lee
Logan Leet
Debbie Logan
Hank Mangeot
Paul Marro
John Martin-Rutherford
Brad Maudlin
Lou Ann Maurer
Donald McClinton
Jane McClinton
Ed McCoy
Georgia McDaniel
Linda McGinity Jackson
Tim McGurk
Robert McKim
Dorothy McNair
Chadwick McTighe
Todd Metzmeier
Melanie Miller
Stafford Miller
Linda Miller
Brad Montgomery
Jettie Mullins
Chris Murphy
David Nett
Michael Noland
Carol Nord
Michele Oberst
Charles Oberst
Nancy O'Hearn
Vickie Oliver
Greg Osborn
Trish Osborn
Brenda Osmer
Brian Outland
Dan Owens
Shirley Payne
Mike Phelps
Barbara Porter
Roy Potts
Jeff Powell
Debbie Prewitt
Terri Purcell
Mike Purdum
Evelyn Pusateri
Alan Quinkert
Erin Rasinen
Pamela Ray
Debra Rayman
Mitchell Rayman
Melody Raymond
Mache' Readus Wright
Dale Reavy
Janet Reilly
Jason Rittenberry
Bernie Rosenthal

Harry Rothgerber
Paul Ruka
Kay Russell
Wes Rutledge
Michael Sadofsky
Terri Saunders
Joe Schmidt
David Schroeder
Betty Schutte
Ken Selvaggi
Stacy Serad
Mike Sewell
John Shake
Mike Shea
James Smith
Marlyn Smith
Trisha Smith
Catherine Smith
Heather Sons
Adam Speaks
Craig Spears
Joyce Spencer
Richard Spencer
David Stanley
Carmel Stauffer
Harry Stephenson
Lisa Stevenson
Betty Stokes
Mary D. Stoll
Marty Storch
Mary Stultz
Gina Talbert
Lucinda Tapp
Suzann Thompson
Nancy Jo Trafton
Michelle Uhl
Lani Vandertoll
John Waggoner
Joey Wagner
Kristin Warfield
Louis Waterman
Scott Watkins
Bob Weddington
Chris Whelan
Marita Willis
Karen Wirth
Karla Woosley
Suzanne Wright
Stacey Yates
Kathy Yerrid
Sam Yerrid
Ken Young
Dave Zepka
Bonnie Zepka
Mike Ziemianski

(Thorobreds confirmed as of
February 20, 2017.)

Elegance is an attitude

Kate Winslet
Kate Winslet

LONGINES®


DAVIS
JEWELERS

9901 FOREST GREEN BLVD | LOUISVILLE
502 212 0420

Available at Louisville's Largest Fine Jeweler
and The Official Fine Jeweler
of The Kentucky Derby Festival



Longines DolceVita

www.longines.com

KENTUCKY KINGDOM AND HURRICANE BAY

Season Pass

ONLY \$59^{.95}

It pays for itself in **ONE VISIT**
& **THE REST OF**
THE SUMMER IS
FREE



Proud Sponsor of the 2017 Kentucky Derby Festival Princesses!

502.244.2909 • 9948 Linn Station Rd. Plainview Village Center Louisville, KY
www.thebridalsuiteoflouisville.com

Pix SHOES OF LOUISVILLE

We'll help you step out in style this Spring & Derby season!



Shoes, purse and hat from Pix Shoes.

At the corner of Preston & Market Downtown
201 South Preston Street

502.583.2080 | 'LIKE' US ON FACEBOOK!
Pix Shoes Of Louisville



beautiq⁷

beauti knows no bounds

BEAUTYCOUNTER Products
Skin Care. Cosmetics. Jewelry. Gifts.

502.644.6909 to see & sample products



Cheryl Franck
BEAUTYCOUNTER consultant

Join My Team - Become a Client, Member or Consultant

beautycounter.com/cherylfranck
beautiq7.com cheryl@beautiq7.com
8217 Shelbyville Rd. 40222 Near Oxmoor Mall



www.marcuspaint.com

235 East Market Street
Louisville, KY 40202

Corp. Office 502-584-0303
Fax 502-587-0922

LOUISVILLE'S OLDEST FAMILY
OWNED & OPERATED BUSINESS



SAVE YOUR MONEY FOR THE TRACK

sassy ✦ fox
upscale consignment

Hours Mon-Sat 10-5 pm 502.895.3711
Thurs 10-8 pm 150 Chenoweth Lane in St. Matthews



Want a Guaranteed Inflation Proof Funeral Plan?



Call Richard Dike at
Owen Funeral Home

5317 Dixie Highway
Louisville, KY 40216
Office: 502.447.2600
Mobile: 502.551.0837



10294 Shelbyville Road
Louisville, KY 40223

(in Dorsey Plaza)
(502) 254-2582 toll free (866-260-6961)
www.yourtranquility.com



RAY COTTRELL, SR.
Dealer / U.S. Army Retired CSM

385 Bypass Rd.
Brandenburg, KY 40108
raysford@bbtel.com
www.raysford.com

Bus: (270) 422-4901
Fax: (270) 422-3937

RACE OVER TO *Chenoweth Square* FOR ALL OF YOUR DERBY FESTIVAL NEEDS



PRIMP STYLE LOUNGE

Primp Style Lounge is Louisville's premier blowout bar. We specialize in gorgeous blowouts, professional makeup application & wardrobe styling. Let us Primp you this Derby Season.



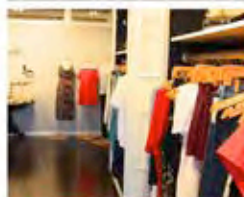
FLEUR DE LIS

For all of your Derby needs, shop Fleur de Lis, the place to be!



CHEDDAR BOX TOO

CB2 your favorite breakfast and lunch gathering place in St. Matthews.



MODERN ELEGANCE

Modern Elegance is your go-to boutique for a head to toe look at a moderate price. Come shop our great selection of shoes, dresses, one of a kind Derby hats and jewelry for all your Derby events!



DOLFINGERS

Dolfinger's has been a Louisville institution for 154 years. The Dolfinger's gift box is always recognized and received with anticipation in Louisville. Our gifts celebrate all occasions and seasons.



LEMON TREE

Lemon Tree offers stylish, fun, and affordable women's accessories, including jewelry, handbags, scarves, wraps, and much more. The perfect place to accessorize your Derby look!



HIGHLAND FISH MKT.

Highland Fish Market-Chenoweth Square is your source for fresh seafood in St. Matthews. Thank you for supporting independent small business!
- Lori and Doug Elder



B.YOU FITNESS

B.YOU is a modern fitness boutique offering the latest, most effective fitness methods in a friendly boutique-style environment. B.YOU's repertoire includes barre, aerial & bounce fitness classes of all levels.



MERCI BOUTIQUE

Be a winner, get your Derby Chic at Merd Boutique!



CHEDDAR BOX

Entertain in true Kentucky style. Whether hosting a lavish Derby party or grabbing a boxed lunch for the track, Cheddar Box can create an extraordinary menu with great Derby detail.



H.J. REDMON

Be the Derby style star, wearing the ultimate accessories from H. J Redmon Exclusive Footwear. Offering Stuart Weitzman, Aquatalia, Thierry Rabotin, Judith Leiber, among so many others.



CARTWHEELS

Cartwheels Papers & Gifts, a fine stationery and unique gift resource, is located in Chenoweth Square. You'll find the perfect hostess gifts for every Derby event you attend.



DIG'S

Entertaining at it's finest. Choose from an array of casual furniture, lighting, carpets, and accessories that mix and match materials, finishes and textures to suit your personal lifestyle.



SNIP'S INC.

SNIPS INC.....exceptional design in hair and nails because you deserve nothing less!



Your doctor. Your body. Your life.



personal attention One private physician working on your behalf, devoted to you, your health, and your peace of mind.

convenience No waiting with a level of attention and focused time you deserve. One doctor who can guide you through the labyrinth of today's medical system with 24/7 personal care.

affordability oneMD offers competitively priced, complete services and limits the number of patients per physician, to insure each patient gets the ultimate personal care.

St. Matthews Office

Tel: 502-238-2163
Fax: 502-238-2173
112 Sears Avenue
Louisville, KY 40207

Lime Kiln Office

Tel: 502-899-7163
Fax: 502-897-9963
2425 Lime Kiln Ln.
Louisville, KY 40222

NEW NAME.

Same great care.

Children are at the heart of what we do – and they always have been for 125 years. We're here to share your family's victories and losses, heal the body, restore childhood and do our part to make their world – and yours – better than before. Under a new name, Norton Children's is still the community you can turn to for support, compassion and all your pediatric health care needs.

Learn more about the Receveurs' and other families' experiences at NortonChildrens.com.



**NORTON
Children's**

Every age. Every stage. Every step of the way.



The Receveurs and Stacy Flanders, RN

Wendy Lytle

OWNER

Apricot Lane Louisville

Westport Village 1301 Herr Lane, Louisville, KY 40222

e: apricotlane@gmail.com

p: 502.708.2822

Apricot Lane Louisville

apricotlaneboutique.com/louisville



ADVANCED
LIFELINE

RESPIRATORY SERVICES

Julie H. Hinson

President & CEO

9400 Williamsburg Plaza, Suite 200
Louisville, KY 40222

t (502) 426-1958 Ext.121

f (502) 426-2337

c (502) 338-8984

jhinson@alsvents.com

C.S Clock Repair & More

Grandfather, Wall, Cuckoo & Mantel Clocks
(Antique and Collectible Sales)

10524 Watterson Trail Louisville, KY 40299



Member: NAWCC

Carlos Schantz, Owner

Phone: 502-386-8086

www.csclockrepairandmore.com



REFLECTIONS OF YOU, BY AMY
STAGING • DESIGN

Partner Today, Close Tomorrow!

Servicing Louisville, Nashville & Bowling Green



Now offering special rates to Realtors and Builders for including us in your listing packets. Call for details.

11003 Bluegrass Parkway, Suite 590 Louisville, KY 40299

amywagnerdesigns.com

502.384.3660



BANGS
Hair Salon

OFFERING ALL YOUR
HAIR CARE NEEDS

COLOUR CUTS
RELAXERS PERMS
BLOWOUTS
CONDITIONING TREATMENTS

502.568.BANG (2264)

CALL FOR AN APPOINTMENT TODAY

503 S. 3RD STREET LOUISVILLE, KY

AN Aveda CONCEPT SALON



DIVA
STUDIO & DAY SPA

6630 LaGRANGE ROAD
CRESTWOOD, KY 40014
(502) 243-4046

www.divastudioanddayspa.com

European
image

pamper yourself
manicures
pedicures
facials

502.895.9846

4165 Westport Rd Suite 102 Louisville, KY 40207



Derby City Antique Mall
Family Owned and Operated Since 1998

3819 Bardstown Road

Louisville, KY 40218

502-459-5151: Mall

502-459-2320: Cafe

502-459-3438: Fax

M-Sa 10am-5pm, Sun 1pm-5pm

www.derbycityantiquemall.com

Kay, Kim, Debbie



OKOON HINTERMEISTER^{PLLC} ATTORNEYS AT LAW

*Proudly Providing
Diverse Legal Services
Throughout
Kentucky and Indiana*

KENTUCKY

2210 PNC Plaza
500 W. Jefferson St
Louisville, KY 40202
502/ 581-1630

INDIANA

101 West Ohio St
Suite 1401
Indianapolis, IN 46204
317/951-1401

www.okoonlaw.com



Marietta McKinney
Owner

Little Miss Dress Up

marietta.mckinney@gmail.com
 (502) 955-5497

6504 N. Preston Hwy Ste 5
 Louisville, Ky. 40229

The largest selection of the hottest hats & fascinators in town. Lowest prices guaranteed.

502.583.2080

At the corner of Preston & Market Downtown
201 South Preston Street
502.583.2080
Open Monday - Saturday
9am - 6pm

'LIKE' US ON FACEBOOK!
Pix Shoes Of Louisville

LINDA JONES, MRC, MBA, MPA, CRC
VOCATIONAL ECONOMIC ANALYST

LINDAJ@VOCECON.COM

220 WEST MAIN STREET, SUITE 2150
LOUISVILLE, KY 40202
PH: 502-589-0995 FAX: 502-589-2750
WWW.VOCECON.COM

**Stock
Yards[®]**
Bank & Trust

**WEALTH
MANAGEMENT
& TRUST**

> INVESTMENT SERVICES
 > TRUSTEE SERVICES
 > FINANCIAL PLANNING

> COMPANY RETIREMENT PLANS
 > IRAS & RETIREMENT PLANNING
 LOUISVILLE / INDIANA | (502) 625-1005

Not FDIC Insured May Lose Value No Bank Guarantee

92 Kentucky Derby Festival & The Fillies, Inc. 2017 Official Program



St. Matthews Jewelers

Trusted Since 1983

3634 Brownsboro Rd. Louisville, KY 40207
Tue.-Fri. 10-5 • Sat. 10-2 • Closed Sun. & Mon.

502-896-2707

stmatthewsjewelers.com

Body Works

Amber Stone, DC, LMT

*Chiropractic, CranioSacral/Myofascial Release,
Lymphatic Drainage, Jin Shin Jyutsu & Massage*

(502) 386-7420 (c)

BERKSHIRE HATHAWAY HomeServices



Geoff Brosky, GRI, SRES, SFR

Parks & Weisberg, Realtors®
295 N. Hubbards Lane, Suite 102
Louisville, KY 40207
502-238-2421 Direct
502-897-3321 Office
geoff.bhhsparksweisberg.com

 A member of the franchise system of BHH Affiliates, LLC



Mark Breslin
Sales Manager

Hilton Garden Inn Louisville/Northeast
9850 Park Plaza Avenue
Louisville, KY 40241

T: 502 423 0018 F: 502 423 1722

E: Mark.Breslin@Hilton.com
W: louisvillenortheast.hgi.com



KDH

King's Daughters' Health

COMMUNITY PEOPLE. QUALITY CARE.

MADISON, IN | (812) 801-0800 | www.kdhmadison.org

ONE OF A KIND, LOCALLY DESIGNED ACCESSORIES
HAND PAINTED GARMENTS • EQUESTRIAN TOTES • HATS



Tou-ché'
BOUTIQUE



SPONSOR OF THE 2017 KENTUCKY DERBY FESTIVAL ROYAL COURT

Tues-Fri 10am-6pm Sat 10am-4pm 502-327-3822

Tou-cheBoutique.com

girl scouts
of kentuckiana



She'll Awaken Her Love of the Outdoors at Girl Scout Camp
www.gskentuckiana.org/summercamp






Piggies for Preemies

‘Change’ the lives of premature babies.

Visit **PiggiesForPreemies.com** to find out how.



Member FDIC



NORTON
Children's
Hospital

relax.



the BEST massage
GUARANTEED
the elements promise

All the Right Elements for the Best Massage.


**elements
massage®**

Louisville East
502.412.9383
1301 Herr Lane
Westport Village
elementsmassage.com/louisville-east

Sway
LOCAL • SOUTHERN • EATERY




 **HYATT
REGENCY®**
LOUISVILLE

311 South 4th Street
Louisville, KY 40202
502.581.1234
www.louisville.hyatt.com

Series 321 A

The Children's Tea A History



Since the beginning of The Children's Tea in 2007, The Fillies Inc., the Kentucky Derby Festival's largest volunteer group, have worked hard to make this a memorable event for children and parents alike. Every year, children from the Kentuckiana area are invited to join the Fillies for an afternoon of tea and royalty. Children are encouraged to dress up like princesses and princes, and from the moment they step into the venue they are given the VIP treatment. Over the years as the event grew in popularity, more and more activities were added to the lineup for the youngsters, and some of these activities include: walking down a runway, nail and makeup stations,

tea and sandwiches, live music, etiquette lessons, pictures with the Kentucky Derby Festival Royal Court, and more.

In 2007, a group of Fillies came up with the initial concept of an afternoon tea with the Royal Court to be one of the Fillies' annual signature fundraising event. With no budget, the entire event was coordinated by the Fillies in a few short months. In attendance that year were more adults than children... if only they knew how quickly the event would grow in the coming years! The following year, the event tripled attendance and was instantly a hit amongst the Kentucky Derby Festival's lineup.

2010 was a year of big changes for The Children's Tea. The official Children's Tea logo was designed and submitted for a registered trademark, which was approved. Also, the Kentucky Derby Festival entered The Children's Tea in a worldwide competition sponsored by the International Festivals and Events Association; the event won the Silver Pinnacle Award for the Best Children's Programming! Additionally, this Tea marked a milestone of having over 100 children in attendance.

Over the next few years, The Fillies added more activities and performers to dazzle the kids. Keeping with tradition since the first Tea, each prince and princess were given a fresh red rose as they walked down the runway. 2013 was a big year for the Tea with over 200 children in attendance at the Crowne Plaza Hotel. Storytime with a Princess was developed over the years to help with wait time between switching activities.

As the 10 year anniversary of The Children's Tea is upon us, The Fillies' have never been prouder of an event that brings together the children of the Kentuckiana community, and giving them a closer look into the Kentucky Derby Festival's Royal Court Program. Over the years, many new traditions and activities have grown to be a part of this staple children's program but one thing has never changed... the Tea is a developmental experience for future Princesses in the Kentucky Derby Festival. With an inspiring vision and boundless excitement to give back to the children of our community, The Fillies' know The Children's Tea and its history will continue to grow for many years to come.

THE FILLIES, INC.

The Children's Tea
with the
Kentucky Derby Festival Princesses
Presented by Bigelow Tea



Sunday, April 30 at The Crowne Plaza Hotel
1:00 - 4:00

Tickets are \$35.00 per person
Tickets can be purchased at www.thefillies.org



Dental Implants | Wisdom Teeth | Dental Extractions
Face & Jaw Surgery | Office Based General Anesthesia



From left to right: Dr. Geoff Mills, Dr. Chris Noonan, Dr. Nate Walters, Dr. Jamie Warren and Dr. Will Allen

kyoms.com

Kentuckiana Oral & Maxillofacial Surgery Associates, PSC

*All Doctors
Board Certified*

2800 Cannons Lane | (502) 454-4885

Jewish Outpatient Care Building | 225 Abraham Flexner Way, Suite 302 | (502) 587-7874

Across from the Summit | 9488 Brownsboro Road | (502) 326-0606

Bullitt County | 138 Eastbrooke Court, Suite 100 | (502) 957-1250



Flowers, Interiors & Fine Gifts

3217 Lexington Road
Louisville, Ky 40207
502.896.4462

colonialdesigns.net



Congratulations to the 2017 Kentucky Derby Festival Princesses

Blades Salon is proud to provide hair and makeup services to the 2017 Derby Festival Court and for many other princesses over the last 40 years!

Visit **ShopBladesSalon.com** for deals & discounts! Call **502.893.0431** for appointments.

132 Chenoweth Lane • BladesSalonandSpa.com

 /bladeslouisville

WELCOME TO THE BLUEGRASS!



COMPLETE YOUR DERBY FESTIVAL LOOK
WITH WINNING DESIGNER DEALS

KENTUCKY'S ONLY DESIGNER OUTLET SHOPPING EXPERIENCE

NEARLY 100 STORES INCLUDING:

KATE SPADE NEW YORK | MICHAEL KORS | COACH | GUCCI | UNDER ARMOUR | THE NORTH FACE

SAKS FIFTH AVENUE OFF 5TH | H&M | COLUMBIA | ADIDAS | NIKE | EXPRESS

BANANA REPUBLIC | GAP | EDDIE BAUER | COLE HAAN | & MORE

ASK ABOUT OUR COMPLIMENTARY SHOPPING SHUTTLE

The Outlet
Shoppes of the Bluegrass

INTERSTATE 64 | EXIT 28 | 1155 BUCK CREEK RD, SIMPSONVILLE, KY 40067
502.722.5558 | THEOUTLETSHOPPESOFTHEBLUEGRASS.COM



A JOINT VENTURE OF HGP Horseshoe Group Properties AND CBL

PINNACLE SPONSORS

AAA East Central
Active Heroes
Alpha Media Louisville
American Founders Bank
AT&T
Barefoot Bubbly
BB&T
Business First
CareSource
Churchill Downs Incorporated
Citizens Union Bank
Coca-Cola Bottling Co.
Consolidated
Entenmann's Sweet Baked
Goods & Sara Lee Bread
Fifth Third Bank
Ford Motor Company
Four Roses Bourbon
Horseshoe Foundation of
Floyd County
Horseshoe Southern Indiana
Humana®
iHeartMEDIA
Indiana University Southeast
JenCare Senior Medical Centers
Kentuckiana Honda Dealers
KentuckyOne Health
Kentucky Beef Council
Kentucky Blood Center
Kentucky Department of
Travel and Tourism
Kentucky Lottery
Kentucky Proud
King Southern Bank
Kroger
LG&E
Liquor Barn
Macy's
Meijer
Miller Lite
Norton Sports Health
OPC Pest Services
Papa John's International
Passport
PNC
Republic Bank
Stella Artois
Stock Yards Bank
SummitMedia LLC
The Courier-Journal
The Voice-Tribune
Thorntons
Tom Drexler Plumbing,
Air & Electric
UPS
U.S. Bank
Valero
Walmart
WAVE 3 TV
WellCare Health Plans
WDRB Media
WHAS 11
WLKY TV

2017 CORPORATE SPONSORS

EXECUTIVE SPONSORS

25 Again
840 WHAS
88.5 WJIE
93.1 The Beat
95.7 WQMF
97.5 WAMZ
98.9 Radio Now
99.7 WDJX
100.1/103.5 WAKY
100.5 KISS FM
102.3 The Max
103.9 The Hawk
106.9 PLAY
107.7 The Eagle
1450 & 96.1 The Big X
Sports Radio
ACBL
Allegra Marketing Services
American Senior Communities
Archdiocese of Louisville
ARTxFM
Ashley Furniture HomeStore
of Louisville
Austin Wilder
B96.5 FM
Baptist Health Sports Medicine
Bee Line Courier Service Inc.
Belle of Louisville
Bennett's Gas Company
Bigelow Tea
Blue Chair Bay Rum
Bluegrass Frames
Bluegrass Pain Consultants PLLC
Brown-Forman Corporation
CGB
CenterStage/J. Arts & Ideas at JCC
Chrysalis Ventures
City of St. Matthews
Commonwealth Credit Union
Cox Concessions
Davis Jewelers
DB Bourbon Candy
Derby City Lithographing
Dick's Sporting Goods
Dr. Hick's of IDD Therapeutic
Services, PLLC
Dri-View
Drake's
EMA/Metrosafe
Evan Williams Bourbon Experience
Falls City
Fleet Feet Louisville
Forcht Bank
Fourth Street Live!
G 105.1
Galt House Hotel
Girl Scouts of Kentuckiana
Grand Lodge of Kentucky
Great Big Idaho Potato Truck
Guess?, Inc.
Harbor House of Louisville
Hardin County Honda
Hilliard Lyons
Honda World
Humana
Hwang's Martial Arts
Hyatt Regency Louisville
Impressions, Inc.
Insider Louisville
Interstate All Battery Center
J Michael's Spa & Salon
J Wagner Group
Jamie B. Rhodes
jamierhodesphotography.com
JCPS Summer Feeding Program
Jeff Wyler Dixie Honda
Jim Beam®
Joe's Crab Shack
Jonathan Roberts
Kentuckiana Pride Foundation
Kentucky Air National Guard
Kentucky Center for the
Performing Arts
Kentucky College of Art + Design
at Spalding University
Kentucky Derby Museum
Kentucky Monthly
Kentucky Science Center
Kern's Kitchen/DERBY-PIE®
Kosair Charities/Kosair Shriners
Ladyfingers Catering
Lasik Vision Institute
LEO Weekly
Liquor Barn
Louisville Bats
Louisville City FC
Louisville Convention &
Visitors Bureau
Louisville Fire Department
Louisville Magazine
Louisville Marriott Downtown
Louisville Metro Electric
Louisville Metro EMS
Louisville Metro Government
Louisville Metro Police
Louisville Metro Public Works
Louisville Solid Waste Management
Louisville Slugger Museum
& Factory
Louisville Stoneware
Louisville Water Company
Magic 101.3
Malone Staffing
Masonic Homes of Kentucky
Marvin Young/
myphotographer.biz
Messer Construction
Metro Parks & Recreation
Michelob Ultra
Middleton Reutlinger
Mike Linnig's
Modelle's Custom Tailors
Monster Energy
Morgan & Pottinger
MPI Printing
Neil Huffman Honda
Norton Healthcare

Old 502 Winery
Outfront Media
Outlet Shoppes of the Bluegrass
Powerade
Pruvit
Q103.1
R&R Limousine
Raising Cane's
RCS Communications
Renewal By Anderson
Riverside Parking
Robert H. Clarkson Insurance
Agency, LLC
Rootie's Sports Bar & Grille
Rumpke of Kentucky
Safelite AutoGlass
Samuel Adams
Scheller's Fitness & Cycling
Second Chance®Life
Semonin Realtors
Simmons College of Kentucky
SolN
Spectrum
Sternberg Truck & Van Rental
Subway Restaurants
Sullivan University
Summer Classics
Susan's Florist
Swags Sport Shoes
SWIG Louisville
The Event Company
The Fillies, Inc.
The Hat Girls
Tito's Handmade Vodka
Today's Family Magazine
Today's Woman
TOPS Louisville
UAW/Ford Kentucky Truck Plant
UAW/Ford Louisville Assembly
Plant
USI Insurance Services
VG Reed & Sons
Vimarc
Vision First
WingStop
WLOU/New Praize 104.7
YMCA
ZirMed, Inc.

TRUSTEE SPONSORS

Central Bank of Jefferson County
Creative Charters
Kerr Office Group
Kindred Healthcare
Louisville Marriott Downtown
Orr Corporation

FESTIVAL SPONSORS

AMGEN
Bennett & Bloom Eye Centers
Buckhead Mountain Grill
CharizYa Fitness
Christian Care Communities
Dare to Care
Drexel Metals
Dillard Graphic Designs & Calligraphy
EMCO Enterprises
Harding, Shymanski & Company, P.S.C.
Jefferson Special Police, Inc.
Karen Dunn
Kentuckiana Golf Course Superintendents
Kentucky Fire Juniors
Kentucky Muscle, LLC
Knights of Columbus
Louisville Youth Orchestra
Masterson's Catering
Metro Animal Services
Mod Pizza
Mountjoy Chilton Medley LLP
PepsiCo
Raising Cane's
River City Drum Corp.
Rocky's Sub Pub
Rumpke
SLAM Magazine
Sparkle Brite
Sysco Louisville Inc.
TARC
The Slice, LLC.
The Volleyball Connection/
Tandem Sport
Tri-Arrows Aluminum
U.S. Postal Service
Yelp Louisville
Zaniac Learning Hurstbourne

PATRON SPONSORS

A Taste of Kentucky
Apricot Lane Boutique
Blu Boutique
Bluegrass Rental of Oldham County
C.H. Robinson Worldwide
Crush Boutique
Darling State of Mind
Dismas Charities, Inc.
Dupont Manual High School
Fastlane Publications Inc.
Kentucky Education Savings Plan Trust
KIPDA
Kornhauser Health Science Library
Kyana Packaging & Industrial Supply
Little Sisters of the Poor
Louisville Bicycle Club
maurices
New2Lou
Olivia & Co. Boutique
PNC Broadway in Louisville
Schaefer General Contracting Services
Team Fishel
The Willow Tree
Trinity High School
Weyland Ventures/Jean Weyland



GREAT BALLOON RACE ENTRANTS

Allen Electrical Services
Bee Line Courier Service
Bluegrass Pain Consultants PLLC
Central American Airways
Curves
Harbor House of Louisville
Jasper Engines
Kroger
Mirazon
Mortenson Family Dental
Norton Children's Hospital
Norton Healthcare
Oliver Winery
RE/MAX
SULLAIR
Sunny Side of Louisville by SoIN
UAW/ Ford Kentucky Truck Plant
UAW/Ford Louisville Assembly Plant
U.S. Bank
U.S. Bank HARE Balloon
Zaxby's

PEGASUS PARADE FLOAT SPONSORS

Belle of Louisville
CenterStage/J. Arts & Ideas at JCC
City of St. Matthews
Girl Scouts of Kentuckiana
Grand Lodge of Kentucky
Hwang's Martial Arts
Indiana University Southeast
Kentuckiana Pride Foundation
Kosair Shriners/Kosair Charities
Masonic Homes of Kentucky
Metro Parks & Recreation
Norton Healthcare
Second Chance@Life
The Fillies, Inc.

Pegasus Parade Push Floats

Passport Health Plan

PEGASUS PARADE INFLATABLE SPONSORS

CareSource
Horseshoe Southern Indiana
LG&E
Republic Bank
StageOne
ZirMed, Inc.

THUNDER FUNDERS

Big Bang Level

BB&T
Dr. Hick's of IDD Therapeutic Services, PLLC
Ford Motor Company
Fourth Street Live!
Galt House Hotel
Humana
JenCare Seniors Medical Centers
Kentucky Lottery
King Southern Bank
PNC Broadway in Louisville
Riverside Parking
Rostrevor Foundation
Stella Artois
Tom Drexler Plumbing, Air & Electric

Red Level

Alliant Technologies
Buckhead Mountain Grill
Chrysalis Ventures
Citizens Union Bank
Falls City
Great Big Idaho Potato Truck
J Wagner Group
Kentucky Center for the Performing Arts
Kentucky Science Center
Louisville Bats
Louisville Magazine
OPC Pest Services
Rocky's Sub Pub
The Fillies, Inc.
UPS
Valero
WHAS

White Level

Elite Escape
Nimlok – Kentucky
SummitMedia LLC

Blue Level

Arizona Boomers
Cornerstone Group
Papa John's International

OFFICIAL PRODUCTS

AUSTIN WILDER
– Official Videographer
BAREFOOT BUBBLY
– Official Bubbly
BEE LINE COURIER SERVICE INC.
– Official Courier Service
BLUEGRASS FRAMES
– Official Picture Framer
DAVIS JEWELERS
– Official Fine Jeweler
DB BOURBON CANDY
– Official Chocolate Partner
FOURTH STREET LIVE!
– Official After Party Destination
KENTUCKIANA HONDA DEALERS
– Official Vehicle
KENTUCKY BEEF COUNCIL
– Official Beef Partner
KERN'S KITCHEN/DERBY-PIE®
– Official Pie
OFFICIAL PHOTOGRAPHERS
– Jamie B. Rhodes, Jonathan Roberts, and Marvin Young
OLD 502 WINERY
– Official Wine Partner
OPC PEST SERVICES
– Official Pest Control Partner
PAPA JOHN'S
– Official Pizza
RCS COMMUNICATIONS
– Official Two-Way Radio Provider
R&R LIMOUSINE
– Official Limousine and Transportation Service
SEMONIN REALTORS
– Official Real Estate Partner
THE EVENT COMPANY
– Official Event Decorator
THE HAT GIRLS
– Official Hat Designer
THORNTONS
– Official Coffee
SUSAN'S FLORIST
– Official Florist
STERNBERG TRUCK & VAN RENTAL
– Official Truck Rental Partner
TITO'S HANDMADE VODKA
– Official Vodka
VISIONFIRST
– Official Eye Care Partner

(Sponsors confirmed as of February 20, 2017)



KENTUCKY DERBY
FESTIVAL

For more information
about events visit:

KDF.ORG

MEET OUR 2017 KDF STAFF



Michael E. Berry
President & CEO



Stacey Robinson
Exec VP/ Chief of Staff



Jeff English
Sr VP / General Counsel



Matt Gibson
Sr VP of Events



Cynthia Jackson
Customer Service Representative



Shanna Ward
Sr Event Manager



Shaina Wagner
Tickets & Promotions Manager



Gary Stinson
Digital Media Manager



Jennifer Morgan
Merchandising Manager



Jayme Perez
Sponsorship Sales Manager



Sarah Nordman
Sponsorship Sales Manager



Bridget Sherrill
VP of Merchandising



Carl Mittlesten
Executive Assistant



Anna Miller
Event Manager



Aimee Boyd
VP of Communications



Jon Pollock
Event Manager



Tricia Siegwald
Dir of Event Production & Volunteers



Hailee Fultz
Merchandising Manager



Zach Fisher
Event Manager



Dodie Howlett
Director of Advertising & Promotions



Tim Whitten
Director of Finance



April Zik
Director of Sponsorship Sales



Jessica Pollio
Sponsorship Sales Manager

KDF FESTIVAL VOLUNTEERS

No volunteers, no Festival...

It's that simple! Without the help of over 4,000 committed citizens, the Kentucky Derby Festival would not be the grand civic celebration it has become. With over 70 events, production of even a portion of the Festival would be impossible without volunteer support.

From entertaining lost children at Thunder Over Louisville to hosting bands at the Pegasus Parade, volunteers serve on committees that work throughout the year to guarantee Festival fun and safety for the community. In addition, many serve on one-day events performing duties such as handing out water at the Marathon/miniMarathon, pouring beer at BeerFest or helping with crowd control at the Great Bed Races.

If you are interested in volunteering for the Kentucky Derby Festival visit KDF.org/Volunteer.

Volunteer of the Year

1983	Bob Greenwell	2001	Mary Alice Greenmeyer
1984	Paul Ogden	2002	Kathy Bingham
1985	Bill Lewis	2003	Mike Ziemianski
1986	Polly Ellsworth	2004	Laura Jones
1987	Penny McTighe	2005	Anne Montgomery & Richard Spencer
1988	Dwight Riggle	2006	Ward Robinson
1989	Judi Turner Cooper	2007	Tom Steltenkamp
1990	Jim Bailey	2008	Mike Noland
1991	Jim Trousdale	2009	Ty Cobb
1992	Betsy Kronish	2010	June Blair & Jim Kalfus
1993	Beverly Busch	2011	Alex Freeman
1994	Suzann Thompson	2012	Paul Carroll
1995	Joan Knight	2013	Sandy Griffiths
1996	Karen Mercke Moore	2014	George Troutman
1997	Barbara Archer	2015	Sheri Howard
1998	Wes Rutledge	2016	Kay Russell
1999	Venita Brown		
2000	Danny Kanipe		

Buy the Home of Your Dreams

The **5/5** Mortgage

- Up to 100% Financing
- No Closing Costs
- No PMI
- Rate adjusts once every 5 years
- Competitive Rates

20, 25 & 30 Year Terms Available

The **15/15** Mortgage

- Up to 95% Financing
- No PMI
- Rate Locked in for 15 Years
- Competitive Rates

30 Year Term Available

L&N

FEDERAL CREDIT UNION

(502) 368-5858

www.LNFCU.com

* The 5/5 ARM rate adjusts every 5 years and the 15/15 ARM rate adjusts after 15 years. Ask for details.
Approval based on credit qualifications. Terms of the programs are subject to change. NMLS#531738





WANNA SEE THE PARADE UP CLOSE?

IT'S EASY.

Republic Bank is a proud sponsor of the Kentucky Derby Festival, we invite you to join us for two Republic Bank Pegasus Parade events.

Republic Bank Pegasus Parade Preview Party

Tuesday, May 2, 5 to 9 pm
Kentucky Expo Center, South Wing C

Republic Bank Pegasus Parade

Thursday, May 4, Starts at 5 pm
West on Broadway from Campbell to 9th

**REPUBLIC
BANK**

It's just easier here.

RepublicBank.com Member FDIC