



KENTUCKY EXPOSITION CENTER

FOR IMMEDIATE RELEASE

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LIFE IN COLOR BRINGS WORLD'S LARGEST PAINT PARTY TO BROADBENT ARENA

LOUISVILLE, KY (October 16, 2015) – Life in Color, billed as the world's largest paint party, blasts into Broadbent Arena Friday, Oct. 23 for the Big Bang Tour. Life in Color features a unique blend of musical performances and paint cannons to create an eclectic party for ages 16 and older.

The show begins at 8 p.m. and features music from Borgore and Pierce Fulton. Borgore is an Israeli Dubstep and Gorestep music producer and DJ. In 2012 his single "Decisions" included back-up vocals by Miley Cyrus and he has been partially credited with influencing her new sound. Pierce Fulton reached the top of the Billboard Twitter Trending 140 chart with his hit single "Runaway." His other work includes "Where We Were" and "Kuaga" as well as official remixes for artists including The Killers and Above & Beyond.

Tickets are \$34.70-\$59.00 for general admission, \$53.70-\$74.90 for Express Entry Tickets and \$86.50 for LIC Survivor Tickets. Express Entry Tickets includes express entry to the venue and two bottles of paint. LIC Survivor Tickets includes a Hard in the Paint Survival Bag, Official LIC bag, t-shirt, free bottle of paint voucher, towel, shades and express entry into the venue. Prices are determined by date and time of purchase. Parking at the Kentucky Exposition Center is \$8 per vehicle.

Tickets are available at the Kentucky Exposition Center, Kentucky International Convention Center, Ticketmaster Outlets, by phone at 1-800-745-3000 and online at ticketmaster.com.

Ticket holder must be 16 years old with valid ID to enter the event.

For more information, visit http://lifeincolor.com/?post_type=events&p=45481.

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ABOUT THE KENTUCKY EXPOSITION CENTER

One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of contiguous exhibit space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 677,000 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. For more information, go online to www.kyexpo.org.

ABOUT PARKING

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. The spacious grounds have 19,000 parking spaces and is accessible from six gates surrounding

the facility. Gates are located off of Phillips Lane, Crittenden Drive and Preston Highway. Parking at the Kentucky Exposition Center is \$8 per vehicle and \$20 per bus.