



Kentucky Tourism, Arts and Heritage Cabinet North American International Livestock Exposition

FOR IMMEDIATE RELEASE

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Tickets Half Price for Veterans and their Families at Friday's North American Championship Rodeo

- WHAT** In honor of Veterans Day, the North American Championship Rodeo is offering half-priced tickets to veterans and their families on Friday, Nov. 11. Cowboys and cowgirls will take on challenges – and beasts – that leave audiences breathless: steer wrestling, bull riding, team roping, barrel racing and more.
- WHEN** **Veterans Day, Friday, Nov. 11 at 7:30 p.m.**
Tough Enough to Wear Pink: Wear pink to show support for the fight against breast cancer, a portion of proceeds go to Horses and Hope.
- WHERE** Freedom Hall, Kentucky Exposition Center
- ADMISSION** Friday, Nov. 11
\$30, adults \$10, children (ages 2-12)
\$15, veterans \$5, children attending with veterans (ages 2-12)
- Must show valid veterans' ID. Discounted tickets are only available at the Kentucky Exposition Center Ticket Office.
- PARKING** \$8 per vehicle
- WEBSITE** www.livestockexpo.org

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Owned and produced by the Kentucky State Fair Board, the [North American International Livestock Exposition](http://www.livestockexpo.org) is the world's largest purebred livestock show. Held at the Kentucky Exposition Center in Louisville, the event generates \$8 million in economic impact annually.

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 seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle.