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2014 WORLD'S CHAMPIONSHIP HORSE SHOW NOW OFFERS PAY-PER-VIEW

LOUISVILLE, KY (July 14, 2014) – New this year, enjoy the 2014 World's Championship Horse Show from the comfort of your home or on-the-go with your mobile device. Live streaming will be available for viewers to purchase for \$25 per day or \$150 for the entire week, August 17-23.

The pay-per-view option for the World's Championship Horse Show offers an easy connection, a high-quality feed, the ability to rewind, pause and fast-forward as well as an enhanced viewing experience. This option also allows you to stream both morning and evening performances. Morning performances begin at 9 a.m. and evening performances begin at 6:30 p.m.

Connect to pay-per-view directly from World's Championship Horse Show webpage at <http://www.kystatefair.org/wchs/index.html>. Easy payment options include all major credit cards and PayPal.

Beginning at noon the following day, the World's Championship Horse Show will also offer streaming of previous shows for free. Viewers can connect to this stream from the WCHS webpage.

Virtual spectators will be able to view one of the richest and most prestigious Saddlebred horse shows in the world. The show, held in conjunction with the Kentucky State Fair, crowns world champion Saddlebreds in various divisions, attracts spectators and competitors from across the world and includes over 2,000 horses competing for more than \$1 million in awards.

The Kentucky State Fair is August 14-24 at the Kentucky Exposition Center. For more information and continued updates on the 2014 Kentucky State Fair, visit www.kystatefair.org.

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About the Kentucky State Fair

The Kentucky State Fair is an 11-day celebration of the history, heritage and culture of the Bluegrass State. More than 600,000 attend America's largest indoor fair, which uses over 1.2 million square feet of

contiguous exhibit space at the Kentucky Exposition Center. While its roots are in agriculture, the Kentucky State Fair has grown into a trade and public education exposition, as well as a major entertainment venue. The World's Championship Horse Show, held during the Fair, is the world's richest and most prestigious Saddlebred show. Attendees and exhibitors contribute over \$16.8 million annually in economic impact. The Kentucky State Fair & World's Championship Horse Show are owned and produced by the Kentucky State Fair Board, an agency of the Kentucky Tourism, Arts and Heritage Cabinet.