



## KENTUCKY EXPOSITION CENTER

### FOR IMMEDIATE RELEASE

Amanda Storment  
Vice President of Communications  
Kentucky State Fair Board  
(502) 367-5180  
[astorment@ksfb.ky.gov](mailto:astorment@ksfb.ky.gov)

## LEADING ARCHERY TRADE SHOW TAKES AIM IN LOUISVILLE

**LOUISVILLE, KY (December 29, 2015)** – The Archery Trade Association Trade Show is returning to Louisville Tuesday, Jan. 5 – Thursday, Jan. 7 at the Kentucky Exposition Center. This industry-only show attracts more than 10,000 attendees and generates \$6.9 million of economic impact for the Louisville area.

As the leading show in the industry, the Archery Trade Association Trade Show offers an unmatched marketplace for archery businesses. New products and innovations are unveiled at the show each year, drawing more than 3,000 qualified industry buyers. Attendees come from North and South America with some traveling from as far away as Europe and Asia.

The Archery Trade Association is the organization for manufacturers, retailers, distributors, sales representatives and others working in the archery and bowhunting industry. The annual trade show generates funding that promotes growth of the sport year-round. The Archery Trade Association uses the proceeds from the show to work with state and local agencies as well as archery and bowhunting groups to recruit and retain archers.

Archery is a growing sport. The Archery Trade Association released a study that found 21.6 million Americans participated in the sport in 2014, a 14% increase from the previous study in 2012. These findings coincide with statistics from USA Archery, the sport's national governing body, which has also documented strong growth from 2012 to 2014.

The Archery Trade Association first came to Louisville in 1997 with a mission to raise funds to promote archery. The association provides funding to state wildlife agencies for the National Archery in the Schools Program and has pledged nearly \$1,000,000 to bring archery shooting facilities and programs to cities across the United States.

For more information, visit <http://www.archerytrade.org>.

###

### 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](http://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.