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Commemorative Book Celebrates Freedom Hall's Rich History

Louisville, KY (February 5, 2010) – A piece of Freedom Hall history is now available with the release of *Celebrating 54 Years at Freedom Hall: Great Events and Memorable Moments at One of America's Premier Arenas*. Billy Reed, former columnist and magazine writer, examines the journey of Freedom Hall from its inception to its current status as an iconic sports and entertainment venue. This large 200 page hardback book is full of fun facts, fascinating history and nostalgic photographs and illustrations.

“Revisiting the past 54 years in Freedom Hall was very exciting,” said Reed. “I was able to recall fond memories, work with former colleagues and truly understand the role this venue played in the lives of so many people.”

Reed designed the book with individual chapters focusing on various sports activities, concerts, family entertainment, horse shows and events that have taken place within the facility's walls during the past five decades. Close attention was given to the strong traditions that are synonymous with Freedom Hall, including the World's Championship Horse Show, the University of Louisville's basketball programs, the National Farm Machinery Show Championship Tractor Pull and the Kentucky Colonels.

President and CEO of the Kentucky State Fair Board, Harold Workman, echoed Reed's sentiments and is proud of what the book offers the community.

“I don’t believe there is a more comprehensive, insightful history of Freedom Hall and its impact on Louisville and the Commonwealth of Kentucky,” said Workman. “In this book we learn a myriad of facts from Muhammad Ali making his professional boxing debut in 1960 to Taylor Swift playing to a sold-out crowd at the 2009 Kentucky State Fair. You really discover the different aspects that make this arena so unique, enduring and unforgettable.”

Celebrating 54 Years at Freedom Hall: Great Events and Memorable Moments at One of America’s Premier Arenas will be sold at the Cardinal Store at Freedom Hall at the remaining UofL home basketball games for the special price of \$25. Reed will host the first official book signing on Saturday, Feb. 6 at 2:30 p.m. in front of the Cardinal Store.

Reed will also be signing books in Freedom Hall’s concourse approximately one and one half hours before the start of the following Cardinal home basketball games:

Sunday, Feb. 7 Game Time: 12 p.m.
University of Louisville Women’s Basketball vs. University of Connecticut

Tuesday, Feb. 16 Game Time: 7 p.m.
University of Louisville Women’s Basketball vs. Marquette University

Wednesday, Feb. 17 Game Time: 7 p.m.
University of Louisville Men’s Basketball vs. University of Notre Dame

Tuesday, Feb. 23 Game Time: 7 p.m.
University of Louisville Men’s Basketball vs. Georgetown University

Saturday, Feb. 27 Game Time: 2 p.m.
University of Louisville Women’s Basketball vs. University of South Florida

Saturday, March 6

Game Time: 2 p.m.

University of Louisville Men's Basketball vs. Syracuse University

The book, published by the Kentucky State Fair Board and Butler Books, will retail for \$29.95 at all Louisville area Borders Books, Carmichael's Bookstores, Barnes & Noble and Taste of Kentucky locations. It will also be sold at the Kentucky Horse Park Gift Shop in Lexington, KY, the Kentucky Artisan Center in Berea, KY and online at www.butlerbooks.com and www.kyexpo.org.

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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 indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 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. 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. For more information, go online to www.kyexpo.org.

