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**MOTIVATIONAL SEMINAR ATTENDEES SHOULD PREPARE
FOR MAJOR TRAFFIC CONGESTION**

Louisville, Ky. (Sept. 23, 2009) – Motivation-bound motorists should expect a busier-than-usual commute Tuesday morning, September 29. With more than 17,000 people expected for the day-long “Get Motivated” seminar at Freedom Hall, downtown-bound traffic on Interstate 65, the Watterson Expressway and other peripheral roads will be heavier than normal.

The nationally-renowned "Get Motivated" business seminar, scheduled to feature General Colin Powell, former New York City Mayor Rudy Giuliani, former First Lady Laura Bush, NFL Hall of Fame quarterback Terry Bradshaw and University of Louisville Men’s Basketball Coach Rick Pitino, will be held in Freedom Hall at the Kentucky Exposition Center (KEC) in Louisville. Gates open at 5:30 a.m. and doors open at 6:45 a.m. The event begins at 8 a.m.

Facility and event officials are warning that the sold-out event has the potential to add additional traffic influx for the morning rush hour, including the ongoing Revive 65 project.

To reduce delays, motivational seminar ticket holders, as well as regular business/downtown commuters, are encouraged to consider the following options for transportation on that day:

- Leave early for “Get Motivated” event (or for a downtown commute). Downtown employees are encouraged to use alternate routes. Breakfast will be served at KEC beginning at 6:45 a.m. to encourage early arrivals.
- Carpool with another person or group to reduce the number of automobiles on the roadways.
- Utilize all five entrance gates, including Gate 1, Gate 2 off South Crittenden Drive, the Service Gate 3 on Crittenden Drive, Gate 4 on North Crittenden Drive and Gate 6 off

Preston Highway. All doors and entrances to Freedom Hall will be open, which will enable all parking spots easy access to the building.

Even with all of these options, people should still expect a significant amount of rush hour traffic. Traffic is also expected to be backed up again later that afternoon when the event ends around 5 p.m.

Attendees are also encouraged to stay on the grounds rather than leaving for lunch. Food will be available at cash-only concessions in the Freedom Hall concourse. Accepting cash or credit will be a mix of affordable healthy options in the North Wing of KEC. Wraps, salads, hot roast beef and turkey are among the items on the menu. Attendees will not miss any of the speakers while eating, as the event will be simulcast in the North Wing of the Exposition Center.

Parking at the Kentucky Exposition Center is \$6 per car. No re-entry permits will be given, therefore an additional \$6 will be charged for re-entry.

For more information on other exciting Kentucky Exposition Center entertainment and events, visit 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.

