

National Street Rod Association Extends Contract With Kentucky Exposition Center Through 2020

LOUISVILLE, KY (January 22, 2008)... Louisville residents can expect to see thousands of street rods flood the city during the first weekend in August for several years to come. The National Street Rod Association (NSRA) recently renewed its contract with the Kentucky Exposition Center through year 2020. The world's largest street rod event and one of the largest events to make its home at the expo center, the Street Rod Nationals brings over 11,000 street rods and 30,000 participants to Louisville each summer and generates an economic impact over \$15 million.

"We're excited about coming back to Louisville for the next 13 years," Jim Rowlett, Marketing Director for NSRA. "The continual upgrades of the facility have been great for the National Street Rod Association and all the help we get from the Kentucky Expo Center staff, the Greater Louisville Convention & Visitors Bureau and the city of Louisville make it an excellent place for us to be."

The expo center first hosted the Street Rod Nationals in 1992. The 2007 Street Rod Nationals marked its 10th consecutive year with 13 total years at the facility. "We have enjoyed a great, long-term relationship with the street rods, and we are very happy to welcome this signature event for the next 13 years," said Harold Workman, Kentucky State Fair Board President & CEO.

"This is a great news for the city of Louisville," said Jim Wood, President & CEO of the Greater Louisville Convention & Visitors Bureau. "In addition to the hospitality industry benefits from the economic impact generated, the public events that the NSRA offers during the show are extremely popular with local residents and visitors alike."

The 39th Annual Street Rod Nationals will be held July 31-August 2, 2008 at the Kentucky Exposition Center. For more information about the National Street Rod Association please visit www.nsra-usa.com.