



The Seelbach Hilton

Louisville

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OLD FRIENDS ALONG THE KENTUCKY BOURBON TRAIL

HISTORIC SEELBACH ANNOUNCES BENEFIT EVENT

(Louisville, KY) January 27, 2010 – The Historic Seelbach Hilton today announced the second annual “Old Friends Along the Kentucky Bourbon Trail” dinner and bourbon tasting to benefit the famed haven for retired thoroughbred race horses.

The event will begin at 6 p.m. on Saturday, February 20, 2010 at the hotel, 500 South Fourth Street in downtown Louisville. Tickets are \$100 per person, and the hotel is offering a reduced room rate of \$79.00 for the night.

“This is a great match of two of our state’s signature industries – bourbon and horses,” said Jon McFarland, the Seelbach’s general manager. “This is becoming one of Louisville’s premiere events while helping such a dignified, worthy cause.”

Old Friends Equine, located in Georgetown, Kentucky, is a home for at-risk thoroughbreds whose racing and breeding careers have come to an end. Among the many champions are the great sprinter Ogygian and Eclipse winners Sunshine Forever and The Wicked North.

“I can’t think of a better way to spend a night in Kentucky,” said Michael Blowen, President and Founder of Old Friends. “Great bourbon, unforgettable horse tales and a world-class hotel. And it all goes to help these great Kentucky athletes.”

A live and silent auction will include equine art, horse racing memorabilia and much more.

The evening begins in The Seelbach’s famous Rathskeller, the only surviving Rookwood-Pottery room in the world. Seven of Kentucky’s bourbon distilleries will have representatives on hand to offer samples of the Commonwealth’s finest bourbon.

The distilleries are: Four Roses; Heaven Hill; Jim Beam; Maker’s Mark; Wild Turkey Woodford Reserve and Bulleit Bourbon.

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Blowen, KDA President Eric Gregory and Larry Johnson, the Seelbach's celebrity historian, will all be on-hand to discuss the event and their respective Kentucky treasures.

Bourbon-inspired appetizers will be served, followed by a magnificent dinner in The Oakroom. The menu, prepared by Executive Chef Jim Gerhardt and Chef de Cuisine Bobby Benjamin, in the only AAA Five-Diamond restaurant in the region, will be a bourbon-inspired feast, followed by dessert and a live auction in the Rathskeller

First Course

ONION BISQUE
Bourbon Grilled Gruyere Cheese
Benton's Bacon, Chives

Main Course

KUROBOTA PORK SHANK
Weisenberger Mills Grits
Granny Smith Apples, Swisschard
Bourbon Apple Gastrique

Dessert

ASSORTMENT OF CANDIES & PASTRIES

For more information, call (502) 807-3463 or go to www.theoakroomlouisville.com.

In addition to the special reduced room night, there will be an after-hours party in The Old Seelbach Bar featuring jazz musician Dick Sisto. Sunday brunch will be served from 10 a.m. to 2 p.m. for \$29 per person.

For more information on Old Friends Equine, call (502) 863-1775 or go to www.oldfriendsequine.org. The farm is open daily to tourists by appointment.

For more information on the Kentucky Bourbon Trail, call (502) 875-9351 or visit their web site at www.kybourbontrail.com.

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