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## **Celebrate Louisville's Official Cocktail for a fortnight**

*Downtown kickoff event on June 1, followed by two weeks of events and specials*

**LOUISVILLE, Ky.** (May 29, 2018) – Starting Friday, June 1, celebrate Louisville's official cocktail, the Old Fashioned, for two weeks leading up to National Bourbon Day. The Louisville Downtown Partnership, downtown distilleries, Urban Bourbon Trail and Louisville Convention and Visitors Bureau have put together ideas for the best ways to enjoy these spirited two weeks in Louisville.

- **KICK-OFF** - Coinciding with the Republic Bank First Friday Hop on June 1, Louisville Downtown Partnership is hosting the **Old Fashioned Fortnight Kickoff** in the downtown Bourbon District from 5:30 – 7:30pm. As part of the celebration, participants are invited to imbibe at their favorite establishment and to post a picture of their favorite Old Fashioned using the hashtag #bourbondistrict. Live bluegrass music from local favorites including Hickory Vaught will serenade the Bourbon District between Urban Bourbon Trail bars and downtown distilleries on Main and Market streets.
- **TOUR** – Evan Williams Bourbon Experience, Peerless Distillery, Angel's Envy Distillery, Jim Beam Urban Stillhouse and Old Forester Distillery (opening June 14!) – Louisville's downtown is overflowing with authentic Bourbon experiences. Check for daily schedules online.
- **STAY** – Have a deliciously unique stay in Louisville at the new bourbon-infused Omni Hotel, Chateau Bourbon B&B or at the Louisville Bourbon Inn.
- **EAT** - Louisville doesn't just drink Bourbon: we eat it too. Try the Hot Chicken with Bourbon Barrel Relish and pickles from Proof on Main; the Smoked Shrimp with bourbon mignonette from Doc Crow's; and the Warm Bourbon Butter Cake from Porch Kitchen & Bar.
- **PARTICIPATE** – in Bourbon Events!
  - Whisky LIVE at the Henry Clay on the evening of June 2. Tickets sold at [www.whiskyliveusa.com](http://www.whiskyliveusa.com).
  - Kentucky Bourbon Affair events will be hosted around town from June 5-10. A full schedule can be found at [www.kybourbonaffair.com](http://www.kybourbonaffair.com).
- **DRINK** – Pick up an Urban Bourbon Trail Passport at the Louisville Visitor Center or any of the participating restaurants and bars and get the free T-shirt after collecting 6 stamps out of the 38 participating stops.
- **JOIN** – Enlist in one of the growing clubs for enthusiasts. [www.bourbonwomen.org](http://www.bourbonwomen.org), [www.bourbonbrotherhood.com](http://www.bourbonbrotherhood.com), [www.thebourbonsociety.net](http://www.thebourbonsociety.net), [www.whiskychicks.com](http://www.whiskychicks.com)
- **SHOP** – Bourbon-scented candles at Bourbon Barrel Foods; Moss Hill Bourbon body products like lotions, soaps and more in an Old Fashioned scent; and t-shirts from the Louisville Visitor Center.

- **WRAP UP** – On June 14, the celebration culminates with National Bourbon Day and the opening of Old Forester Distillery on Whiskey Row.

Bourbon lovers can also celebrate by raising a glass and whipping up their own Old Fashioned.

**Ingredients:**

2 ounces Kentucky Bourbon  
2 dashes Angostura bitters  
1 splash water  
1 teaspoon sugar  
1 Maraschino cherry  
1 orange wedge

**Directions:**

Mix sugar, water and Angostura bitters in an Old Fashioned glass. Drop in a cherry and an orange wedge. Muddle into a paste using a muddler or the back of a spoon. Pour in bourbon, fill with ice cubes, stir and enjoy.

For a full list of events during Old Fashioned Fortnight, visit [www.gotolouisville.com/old-fashioned-fortnight](http://www.gotolouisville.com/old-fashioned-fortnight).

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Since 1968, the **Louisville Convention & Visitors Bureau**'s primary goal has been to enhance the city and county's economy through tourism development — to promote and sell Louisville as a destination for conventions, trade shows, corporate meetings, leisure and business travel on a worldwide basis. Louisville hosts more than 16.4 million visitors annually for an estimated economic impact of \$3.5 billion which supports 27,000 local tourism-related jobs.