

# DERBY FESTIVAL UPDATE

2012 Derby Festival: April 20- May 5



## WALMART RENEWS SPONSORSHIP OF KENTUCKY DERBY FESTIVAL MINI, MARATHON RACES

**Sept. 7, 2011. Louisville, KY.** – The Kentucky Derby Festival is pleased to announce that Walmart has renewed its presenting sponsorship of the 2012 Derby Festival Marathon and miniMarathon road races. The races, which reached their combined registration cap of 15,000 entrants the past three years, will expand to 18,000 participants in 2012. The KDF Marathon and mini will be held on Saturday, April 28, and will start and finish in downtown Louisville for the second consecutive year.

“We’re very grateful to Walmart for allowing us to expand the entry field to a record 18,000 runners in 2012,” said Pat Armstrong, Senior Vice President of Marketing and Development for the Kentucky Derby Festival. “The runners really embraced the new downtown start and finish this year and we sold out entries earlier than ever before. Walmart is committed to the community and to growing the races. Their generous support and the support of their volunteers helps the Derby Festival add new components to the event that keeps it among the top races in the country.”

“We are proud to be the presenting sponsors once again this year,” said Shana Bailey of Walmart. “We believe in helping people live better and are encouraged to see the increase in number of participants this year. It is wonderful to see so many people taking part in such an ambitious community event.”

Walmart has been the presenting sponsor of the Kentucky Derby Festival Marathon and miniMarathon since 2009. Online registration for the 2012 races is open now at [www.derbyfestivalmarathon.com](http://www.derbyfestivalmarathon.com). Early registration fees are \$50 for the mini and \$65 for the Marathon. The races will once again feature a start on Main Street in downtown Louisville and a finish near the entrance to Kroger’s Festival’s on the Waterfront at Preston and Witherspoon streets.

Since 1956, the Derby Festival has worked to bring the community together in celebration. The Festival is an independent community organization supported by 4,000 volunteers, 400 businesses and civic groups, Pegasus Pin sponsorships and event participation. This involvement has made the Festival the largest single attended event in Kentucky and one of the leading community celebrations in the world.

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For more information, contact:  
Derby Festival Press Office at (502) 572-3822