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FOR IMMEDIATE RELEASE

**BUFFALO TRACE DISTILLERY'S ELEVENTH ANNUAL 5K RACE
TAKING PLACE ON JULY 4TH**

*Race Proceeds to Benefit VFW Post 4075 Fireworks Show;
Prize Money Increased for 3rd Year in a Row*

FRANKFORT, Franklin County, Ky (June 20, 2012) – It's time to lace up those sneakers for Buffalo Trace Distillery's eleventh annual 5K Race, the Great Buffalo Chase! Held the morning of July 4th, the race will wind through the scenic grounds of the historic Distillery. Proceeds from the race, as in years past, will help fund VFW Post 4075's Annual Fourth of July fireworks show to be held that evening.

Buffalo Trace Distillery has increased the cash prizes to the top three overall male and female runners to the following amounts: \$1500 for third place, \$2000 for second place, and \$2500 for first place for both genders. This is the third year in a row the prize money for the top runners has been increased, and the increase has consistently drawn world-class runners from around the region. Awards will also be given to the top three male and female finishers in each age group.

The race begins at 8 a.m. The certified race route remains the same as the past few years, starting on Distillery grounds and winding through historic aging warehouses, production facilities and lots of beautiful scenery before finishing up at the Visitor's Center. Commemorative T-shirts will be given to all runners. Registration begins at 7 a.m. in front of the Buffalo Trace Distillery Visitor's Center the day of the race. Parking will be available at the Distillery; participants are asked to use the entrance off Fair Oaks as the Main Entrance will be closed. Registration is online at www.buffalotracedistillery.com <<http://www.buffalotracedistillery.com>>. Registration forms are also available at Buffalo Trace Distillery Visitor's Center as well as numerous other Frankfort area gyms. Runners can also obtain a form by contacting Sarah Webb at 502-696-5929 or at swebb1@buffalotrace.com. Registration is \$15 if postmarked by June 25th, \$20.00 afterwards.

About Buffalo Trace Distillery

Buffalo Trace Distillery is a family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich distilling tradition dates back to 1787 and includes such legends

as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace Distillery is a fully operational Distillery producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. It was named *Whisky Magazine* 2010 World Icons of Whisky “Whisky Visitor Attraction of the Year.” Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotracedistillery.com <<http://www.buffalotracedistillery.com>> . To download images from Buffalo Trace Distillery visit www.buffalotracedistillery.com <<http://www.buffalotracedistillery.com>> .

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