

April 25, 2013
FOR IMMEDIATE RELEASE

MEDIA CONTACT:

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****See below for media credentialing information*

UofL's Peyton Siva to attend Ferdinand's Ball Derby gala on May 2
Star of the 2013 NCAA championship team to serve as event's celebrity host

WHAT: Fourth annual Ferdinand's Ball celebrity Derby gala

HOST: Peyton Siva, point guard for the 2013 University of Louisville championship team

WHY: Proceeds benefit Old Friends Equine Retirement Facility, a nonprofit Georgetown, Ky., facility that rescues retired racehorses from neglect, abuse and slaughter. Ferdinand's Ball was founded by sisters and community volunteers Kim Boyle and Aimee Boyle Wulfeck in honor of Ferdinand, the 1986 Kentucky Derby winner sent to slaughter in Japan after winning millions in racing.

WHERE: Muhammad Ali Center, 144 N. Sixth St.

WHEN: Thursday, May 2

- **7:30 p.m. Q&A panel interview** (media only): Celebrities and event organizers available for interviews in the Ali Center Auditorium
- **8-9 p.m. red carpet photo ops and VIP cocktail hour** (celebrities, sponsors and select media only): LeRoy Neiman Gallery located on the second level and in the adjacent, outdoor Brown-Forman Pavilion
- **9 p.m. main event** (open to the public): View Pointe Hall and View Point North

FOOD AND DRINK: Open bar provided by Bulleit Bourbon, Tito's Vodka, Arabella Wines, Red Stripe and Guinness Black Lager. Gourmet appetizers and desserts provided by Masterson's, Baby D's Bagel & Deli, Lil Cheezers, Gigi's Cupcakes and Cellar Door chocolates.

AMENITIES AND ENTERTAINMENT: Silent auction, live music by the Louisville Crashers. Magnolia Photo Booth Co. will have a booth on site. Live art created by Donna Bernstein. Judith Ripka fine jewelry bar. Bow ties by Dhani Jones, chairman of the Bow Tie Cause and NFL linebacker. During the main event, VIP section will feature gift bags, a tasting of Bulleit Bourbon's 10-year small batch whiskey, oyster bar by Tahoma Fly Fishing & Oyster Co., and other specialty appetizers and drinks.

2013 FERDINAND AWARD RECIPIENT: Jockey Rosie Napravnik, for her unwavering commitment to ethical horse retirement.

CONFIRMED CELEBRITIES ATTENDING: Friends of Peyton Siva; Olympic swimmer Clark Burckle (London 2012 Summer Olympics); Olympic swimmer Caroline Burckle, who won a bronze medal at the 2008 Summer Olympics in Beijing, China; UofL and NBA alum Darrell Griffith; thoroughbred horse racing Hall of Fame jockey Jorge Velásquez; Miss Kentucky 2013 Jessica Casebolt; ESPN/ABC sports reporter Jeannine Edwards; Brian O’Halloran, actor from the 1990s hit movie, “Clerks;” Bonnie-Jill Laflin, NBA scout and model; Hollie Huggins, NASCAR personality and model; Matt Jones and Drew Franklin, Kentucky Sports Radio personalities; Jack Knowlton, owner of past Kentucky Derby winner Funny Cide; and Tom Bulleit, founder of Bulleit Frontier Whiskey.

2013 SPONSORS: Papa John’s, Denali Stud, Pure Romance, Bulleit Bourbon, Tito’s Vodka, Arabella Wines, NFocus Louisville magazine, Darley, Xpress Bet, Red Stripe, Guinness Black Lager, the Wulfeck family, The Event Co. and Hudson-Horvath Superbowl Squares.

TICKETS: VIP cocktail hour, \$500 (limited quantities). Main event VIP section, \$250. Public main event, \$100. To purchase tickets, visit www.ferdinandsball.com.

FOR MORE: Visit www.ferdinandsball.com or www.olderfriendsequine.com.

*****MEDIA CREDENTIALING:** *All media are invited to the panel interview session to be held at 7:30 p.m. During the event, media passes will be required. Media should contact Amy Higgs to request All-Access or Limited Access passes no later than May 1. Media passes will be available at the media registration table beginning at 6:30 p.m. the night of the event.*

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