

## Ferdinand's Ball Media Recap 2013

### PRE-EVENT PRESS

DATE	OUTLET	HEADLINE/TOPIC	LINK
3/15/13	WHAS11	4th annual Ferdinand's Ball Derby gala moves to Ali Center	<a href="http://www.whas11.com/sports/derby-horse-racing/4th-annual-Ferdinands-Ball-Derby-gala-moves-to-Ali-Center-198457861.html">http://www.whas11.com/sports/derby-horse-racing/4th-annual-Ferdinands-Ball-Derby-gala-moves-to-Ali-Center-198457861.html</a>
3/17/13	Courier-Journal	The Buzz: Ferdinand's Ball has a new venue	<a href="http://www.courier-journal.com/article/20130317/COLUMNISTS1802/303180030">http://www.courier-journal.com/article/20130317/COLUMNISTS1802/303180030</a>
3/25/13	Louisville.com	The 4th Annual Ferdinand's Ball Derby gala to be held at the Muhammad Ali Center	<a href="http://www.louisville.com/content/4th-annual-ferdinand-s-ball-gala-be-held-muhammad-ali-center">http://www.louisville.com/content/4th-annual-ferdinand-s-ball-gala-be-held-muhammad-ali-center</a>
4/2/13	Broadwayworld.com	<a href="#">Donna Bernstein</a> to Create Equine Paintings Live at 4th Annual Ferdinand's Ball	<a href="http://art.broadwayworld.com/article/Donna-Bernstein-to-Create-Equine-Paintings-Live-at-4th-Annual-Ferdinands-Ball-20130402">http://art.broadwayworld.com/article/Donna-Bernstein-to-Create-Equine-Paintings-Live-at-4th-Annual-Ferdinands-Ball-20130402</a>
4/2/13	PR Web ( <i>this must have been submitted by Donna</i> )	Contemporary Artist Donna B to Paint Equine Art Live at Fourth Annual Ferdinand's Ball	<a href="http://www.prweb.com/releases/DonnaBernsteinArt/FerdinandsBall/prweb10592220.htm">http://www.prweb.com/releases/DonnaBernsteinArt/FerdinandsBall/prweb10592220.htm</a>
4/4/13 (3 a.m.)	WDRB-Bourbon Lounge	Kim and Aimee talk about Ferdinand's Ball	LINK NOT AVAILABLE
4/15/13	Horseracingnation.com	Ferdinand's Ball: Helping to Save our Old Friends	<a href="http://www.horseracingnation.com/blogs/zatt/Ferdinand_s_Ball_Helping_to_Save_our_Old_Friends_123">http://www.horseracingnation.com/blogs/zatt/Ferdinand_s_Ball_Helping_to_Save_our_Old_Friends_123</a>
4/21/13	WAVE Country with Dawne Gee	Kim Boyle talks about Ferdinand's Ball	LINK NOT AVAILABLE
4/23/13	Lambert & Lindsey morning show The MAX FM	Kim Boyle and Aimee Wulfeck talk about Ferdinand's Ball	LINK NOT AVAILABLE

4/23/13	Courier-Journal: The Buzz	Ferdinand's Ball releases names of celebrity guests	<a href="http://www.courier-journal.com/article/20130422/COLUMNISTS1802/304220082/Ferdinand-s-Ball-releases-2013-celebrity-guests">http://www.courier-journal.com/article/20130422/COLUMNISTS1802/304220082/Ferdinand-s-Ball-releases-2013-celebrity-guests</a>
4/24/13	Courier-Journal	Peyton Siva is celebrity host of Ferdinand's Ball Derby bash	<a href="http://www.courier-journal.com/apps/pbcs.dll/article?AID=2013304240143">http://www.courier-journal.com/apps/pbcs.dll/article?AID=2013304240143</a>
4/25/13	Honey & Horseshoes Blog	Blogger and past attendee writes up Ferdinand's Ball	<a href="http://honeyandhorseshoes.blogspot.com/2013/04/ferdinands-ball.html">http://honeyandhorseshoes.blogspot.com/2013/04/ferdinands-ball.html</a>
4/25/13	The Highlander	Running the Risk/Cindy Lamb column	<a href="http://www.thehighlanderonline.com/category-table/152-on-the-lamb/631-running-the-risk">http://www.thehighlanderonline.com/category-table/152-on-the-lamb/631-running-the-risk</a>
4/26/13	HRTV	Aimee Wulfeck calls in to talk about Ferdinand's Ball	<a href="http://www.hrtv.com/videos/2013-ferdinands-ball/">http://www.hrtv.com/videos/2013-ferdinands-ball/</a>
4/30/13	WHAS11 Great Day Live	Kim Boyle as guest; Gary from The Event Co. decorates studio	<a href="http://www.whas11.com/great-day-live/video/Ferdinands-Ball-raises-money-for-Old-Friends-205391451.html">http://www.whas11.com/great-day-live/video/Ferdinands-Ball-raises-money-for-Old-Friends-205391451.html</a>
4/30/13	84 WHAS Radio	Kim talks about Ferdinand's Ball with Terry Meiners (4:10 p.m.)	LINK NOT AVAILABLE
5/1/13	LEO Weekly	Calendar listing and Staff Picks: Ferdinand's Ball	<a href="http://leoweekly.com/music/7-days-derby-nights">http://leoweekly.com/music/7-days-derby-nights</a> <a href="http://leoweekly.com/ae/staffpicks-80">http://leoweekly.com/ae/staffpicks-80</a>
5/2/13	Brisnet.com	Gallopalooza Ferdinand takes up residence at Old Friends	<a href="http://www.brisnet.com/cgi-bin/editorial/news/article.cgi?id=36381">http://www.brisnet.com/cgi-bin/editorial/news/article.cgi?id=36381</a>

#### **MEDIA IN ATTENDANCE:**

- The Backstretch TV show
- Business First
- Courier-Journal
- GetOutLouisville.com
- Getty Images
- LEO Weekly
- Louisville.com
- nFocus
- Voice-Tribune
- Talent Magazine
- WAVE3
- WHAS11

#### **CELEBRITIES IN ATTENDANCE:**

- Peyton Siva, UofL men's basketball championship team (Celebrity host)
- Gorgui Dieng, UofL men's basketball championship team
- Olympic swimmers Clark Burckle and Caroline Burckle
- UofL and NBA alum Darrell Griffith
- 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
- Tom Bulleit, founder of Bulleit Frontier Whiskey
- Jockey Rosie Napravnik
- Matt and Mark Harris, stars of Storage Wars
- Nick Dinsmore, professional wrestler
- Terry Meiners, WHAS
- George Lindsey, The MAX FM

**POST-EVENT PRESS:**

<b>DATE</b>	<b>OUTLET</b>	<b>HEADLINE/TOPIC</b>	<b>LINK</b>
5/3/13	Business First	Cardinals stars attend Ferdinand's Ball to help Thoroughbreds	<a href="http://www.bizjournals.com/louisville/blog/2013/05/cardinals-stars-attend-ferdinands.html">http://www.bizjournals.com/louisville/blog/2013/05/cardinals-stars-attend-ferdinands.html</a>
5/3/13	Louisville.com	The 2013 Ferdinand's Ball was a great success with Peyton Siva as host	<a href="http://www.louisville.com/content/2013-ferdinand-s-ball-was-great-success-peyton-siva-host">http://www.louisville.com/content/2013-ferdinand-s-ball-was-great-success-peyton-siva-host</a>
5/3/13	Courier-Journal	Kentucky Derby parties: Ferdinand's Ball (video of Peyton Siva)	<a href="http://www.courier-journal.com/article/20130503/DERBYFUN02/305030075/2348372601001">http://www.courier-journal.com/article/20130503/DERBYFUN02/305030075/2348372601001</a>
5/3/13	Courier-Journal	The fabulous Ferdinand's Ball: Photo Gallery	<a href="http://www.courier-journal.com/apps/pbcs.dll/gallery?Site=B2&amp;Date=20130503&amp;Category=DERBYFUN02&amp;ArtNo=305030083&amp;Ref=PH">http://www.courier-journal.com/apps/pbcs.dll/gallery?Site=B2&amp;Date=20130503&amp;Category=DERBYFUN02&amp;ArtNo=305030083&amp;Ref=PH</a>
5/3/13	Getty Images	Ferdinand's Ball image gallery	<a href="http://www.gettyimages.com/Search/Search.aspx?EventId=167495762">http://www.gettyimages.com/Search/Search.aspx?EventId=167495762</a>
5/3/13	Voice-Tribune	Ferdinand's Ball photo gallery	<a href="http://www.voice-tribune.com/galleries/ferdinands-ball/">http://www.voice-tribune.com/galleries/ferdinands-ball/</a>
5/3/13	GetOutLouisville.com	Ferdinand's Ball photo gallery	<a href="http://getoutlouisville.com/ferdinand-ball-2013-photo-gallery/">http://getoutlouisville.com/ferdinand-ball-2013-photo-gallery/</a>
5/3/13	WAVE3	Derby parties kick off Oaks Eve (Siva mentioned)	<a href="http://www.wave3.com/story/22148942/derby-parties-kick-off-on-oaks-eve">http://www.wave3.com/story/22148942/derby-parties-kick-off-on-oaks-eve</a>
5/6/13	The Lane Report (Lexington business magazine)	Kentucky Derby gala benefits Old Friends Thoroughbred retirement facility	<a href="http://www.lanereport.com/21046/2013/05/kentucky-derby-gala-benefits-old-friends-thoroughbred-retirement-facility/">http://www.lanereport.com/21046/2013/05/kentucky-derby-gala-benefits-old-friends-thoroughbred-retirement-facility/</a>