

Media Advisory



FOR IMMEDIATE RELEASE:

Contact: Darren Rogers
Senior Director, Communications & Media Services
Churchill Downs Racetrack
(502) 636-4461 (office)
(502) 345-1030 (mobile)

CHURCHILL DOWNS TO PREVIEW NEW \$90 MILLION FIRST TURN FOR MEDIA ON WEDNESDAY AT 11 A.M.

What: Churchill Downs will offer media members a preview of the new \$90 million First Turn, which will debut on Thurby of Kentucky Derby Week.

When: Wednesday, April 26, 2023 at 11 a.m. ET

Where: Please enter Churchill Downs through Derby Drive and proceed to the First Turn. Park in the Yellow lot.

Background: The First Turn Club Dining and First Turn Reserved Seating is in a unique location at Churchill Downs with exclusive views of the Kentucky Derby walkover and the picturesque first turn framed by the Twin Spires.

The project upgraded and expanded what was formerly 3,400 temporary Oaks and Derby seats to 5,100 all-inclusive permanent stadium seats with significantly improved amenities to enhance the overall guest experience.

The permanent construction includes the First Turn Club, a 50,000 sq. ft. climate-controlled hospitality venue below the new stadium seats that serve as premium seating for up to 2,000 guests who have access to an adjacent trackside reserved viewing terrace allowing them to view signature moments along the rail. The communal dining area is a unique opportunity for groups ranging from two to 10 guests to experience upscale dining near a one-of-a-kind 360-degree video board.

Additionally, the First Turn has two concourses to allow for better guest circulation and additional customer amenities for stadium seat-ticketed guests, creating a convenient place for socializing with an outdoor racetrack view.

In total, the project delivers 7,100 all-inclusive seats, which is 3,700 more reserved seats than were previously in this area.

Limited two-day Kentucky Oaks and Kentucky Derby Day inventory is still available in the new First Turn Club Dining. Two-day packages, which include all-inclusive food, alcoholic and non-alcoholic beverages and a program each day, are \$2,624 per seat.

Contact: Darren Rogers at (502) 636-4461 or (502) 345-1030 or Darren.Rogers@KyDerby.com

-END-