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GALLOPALOOZA RETURNING FOR 2024 WITH PRESENTING PARTNER CHURCHILL DOWNS RACETRACK

Beautification Program to Celebrate 20th Anniversary; Call for Entries for Artists and Sponsors

LOUISVILLE, Ky. (July 11, 2023) – Next spring will mark the return of GallopAlooza, the city’s beautification program that enlivens street corners and businesses across the community with brightly decorated statues. GallopAlooza statues will be displayed throughout the community April – October 2024. The Brightside Foundation (a 501(c)(3) charitable organization) will be partnering with Churchill Downs Racetrack to present GallopAlooza 2024.

In honor of GallopAlooza’s 20th anniversary and the 150th Kentucky Derby, Churchill Downs Racetrack will sponsor the creation of 150 full-size horse statues to be displayed throughout Louisville and the surrounding areas. The proceeds from GallopAlooza will support Brightside’s clean and green activities that beautify and foster pride through volunteerism, planting efforts, sustainability and education.

“Not only does GallopAlooza raise people’s spirits, this community-wide public art project has also raised over \$1.4 million for Brightside and other area nonprofits,” said Michelle Black White, Brightside Foundation Director and GallopAlooza 2024 Co-Chair. “Now that nearly twenty years have passed since the inaugural initiative, the time is right for GallopAlooza to return with another stable of vibrantly designed horse statues to celebrate the 150th running of the Kentucky Derby.”

“This community plays such a vital role in the success of the Kentucky Derby,” said Tonya Abeln, Vice President of Corporate Communications, Churchill Downs Racetrack. “As we celebrate the milestone 150th Run for the Roses, it is an honor to partner with the Brightside Foundation and give back in a way that the entire community can enjoy, that inspires such a strong sense of place and that drives so many direct local benefits. GallopAlooza, like the Derby, has become an incredibly valuable tradition.”

First launched in 2004 and brought back in 2009 and 2015, Gallopalooza instills and increases civic pride by uniting the community through the display of artistically created horse (and julep cup) statues. The public art initiative will promote creative expression, storytelling and a sense of belonging in Louisville and Southern Indiana next summer.

Sponsors may select from a pool of submitted designs or provide their own artist, and all designs must be approved before being implemented. Artists are encouraged to participate and will be compensated for their design work, providing a positive economic impact on the local arts community.

Area businesses, non-profits and individuals can sponsor a statue with a tax-deductible donation so viewing will be free to the public. Gallopalooza statues generate public interest wherever they are placed, bringing attention to local businesses.

When the display period has ended, sponsors will have the first right of refusal to purchase their statue for an additional donation. The remaining statues will be auctioned off in a live or online auction. Proceeds from the auction beautify the community through projects in partnership with Brightside to create a greener Louisville.

For more information and to learn more about sponsorship opportunities as well as submission procedures, visit gallopalooza.com

ABOUT BRIGHTSIDE

Brightside is a non-profit, public-private partnership dedicated to the greening and beautification of Louisville's gateways and neighborhoods. Through landscape enhancements like tree & flower plantings, creating mini botanical gardens, cleanup efforts and educational programs we do our part to beautify the places we call home. The Brightside Foundation works hand-in-hand with Brightside, Inc. to solicit and oversee privately-raised funds in support of the environmentally focused activities of Brightside Inc. Through its fiduciary role, the Foundation ensures that donated funds are used as the donor intended.

ABOUT CHURCHILL DOWNS RACETRACK

Churchill Downs Racetrack ("CDRT"), the world's most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and the Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility. www.ChurchillDowns.com.

ABOUT THE KENTUCKY DERBY

The \$3 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Ky. Inaugurated in 1875, the legendary 1 1/4-mile race for 3-year-olds is the longest continually-held major sporting event in North America and the first leg of horse racing's Triple Crown series. Also known as, "The Run for the Roses®" and "The Most Exciting Two Minutes in Sports®," the Kentucky Derby is the most attended horse race in the nation. The 150th Kentucky Derby will take place on May 4, 2024. For more information, please visit www.KentuckyDerby.com.

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