



# World's Most Spectacular Sites

## An Exciting And Energetic Travel Destination

(NAPSA)—From horse racing to African-American heritage, from a downtown entertainment center to specialty museums, a popular tourist destination is building upon its reputation as a city for everyone.

In fact, Louisville, Kentucky, is channeling more than \$658 million into improving its facilities and attractions, keeping up its status as an exciting and energetic tour and travel destination.

For example, construction is underway to convert the Louisville Galleria and Fourth Street into a downtown entertainment center known as 4th Street Live! The complex will be a mix of national, regional and local entertainment attractions, lined with restaurants, coffee shops, bars and entertainment venues. The Frazier Historical Arms Museum, which opened in May 2004, houses a multi-million dollar firearms collection that includes an extensive group of historic weapons from Britain's Royal Armouries Museum.

Fund-raising and site development continue on the \$41 million Muhammad Ali Center. Dedicated to preserving and sharing the legacy and ideals of the boxing champion and world humanitarian, as well as motivating individuals to personal greatness, the international Center will offer visitors a non-traditional museum experience. The Kentucky Center for African-American Heritage will be home to programs, exhibits and activities celebrating the rich heritage and contributions of African Americans in the state.

Of course, no trip to Louisville would be complete without ruminating upon "the most exciting



Photo courtesy of Dan Dry

**From fine pottery to sports history, there's something for everyone in Louisville.**

two minutes in sports," the incomparable Kentucky Derby at Churchill Downs. But, did you also know about the Kentucky Derby Museum, the only museum in the world dedicated to a single horse race?

There is also the world famous Louisville Slugger baseball bat. And, Louisville Stoneware is made right in the heart of the city and boasts some of the most beautiful pottery patterns anywhere. The Belle of Louisville, a National Landmark, is the oldest operating Mississippi-style sternwheeler in the country. And just a few minutes west of Louisville is Caesar's Glory of Rome, the largest gaming vessel in the world.

The 16th largest city in the U.S., Louisville is home to over 90 attractions and 2,500 restaurants. Whether you're planning to visit Louisville for pleasure or attending a meeting or convention, you're sure to find thoroughbred horse racing, bourbon, bluegrass music, sporting events and more.

For additional information, call the Greater Louisville Convention and Visitors Bureau at 1-888-LOUISVILLE (1-888-568-4784).