



FOR IMMEDIATE RELEASE

Amanda Storment
Vice President of Communications
Kentucky State Fair Board
(502) 367-5180
astorment@ksfb.ky.gov

Ryne Dunkelberger
Social Media and Communications Manager
Kentucky State Fair Board
502 367-5186
rdunkelberger@ksfb.ky.gov

THE NATIONAL FARM MACHINERY SHOW DEBUTS WEBSITE IN ADVANCE OF 50TH ANNIVERSARY SHOW

Louisville, Ky. (October 16, 2014) – The National Farm Machinery Show launched its newly-redesigned website today. Celebrating its 50th anniversary in February 2015, the four-day show updated its online presence to reflect the ever-evolving technology in farming and agribusiness industry.

“The National Farm Machinery Show has been around for 50 years and strives to stay on the technological forefront of the farming and agribusiness industry,” said Kentucky State Fair Board CEO Clifford “Rip” Rippetoe. “The new website celebrates 50 years of history while keeping an eye on the future of farming.”

Exhibitors and clients were consulted to help envision the more user-friendly website, which features in-depth information for both visitors and exhibitors planning to attend the annual show. The website features a new logo celebrating the 50th anniversary, information about the history of the show and easier-to-find exhibitor information.

A separate Championship Tractor Pull website, www.champpull.org, offers detailed information about the 47th annual Championship Tractor Pull. All the major pulling leagues are represented at this national event that drew cheering crowds of more than 66,000 fans during the 2014 show. The Championship Tractor Pull runs concurrently with the farm show.

In 1965, the National Farm Machinery Show began with a few hundred farmers, salesmen and crop experts gathering at the Kentucky Fair and Exposition Center. The show has continued to thrive, growing each year and bringing farmers, exhibitors and manufacturers to Louisville. Last year more than 294,000 visitors attended the show and 870 exhibitors filled all 1.2 million square feet of the Kentucky Exposition Center, making it the largest indoor farm show in the country.

As the third largest trade show in the Louisville area, the National Farm Machinery Show generates more than \$21.5 million of economic impact annually and is owned by the Kentucky State Fair Board.

The 2015 National Farm Machinery Show and Championship Tractor Pull will be February 11-14. For more information, visit www.farmmachineryshow.org.

###

About the National Farm Machinery Show

The National Farm Machinery Show, the nation's largest indoor farm show, features the agricultural industry's most comprehensive display of equipment, services and technology. Held annually at the Kentucky Exposition Center in Louisville, Kentucky, the show attracts 300,000 attendees from the United States and around the world. The Championship Tractor Pull, the country's oldest indoor tractor pull, accompanies the show to provide an added element of entertainment and competition. The National Farm Machinery Show occupies over one million square feet of contiguous exhibit space, contributes \$19 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.