



NEWS RELEASE

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FOR IMMEDIATE RELEASE
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MAYOR ABRAMSON PROCLAIMS SEPTEMBER 2 “OLD FORESTER DAY” IN LOUISVILLE *Honors Birthday of Brown-Forman Founder George Garvin Brown*

Louisville, KY – In celebration of Bourbon Heritage Month across the United States, Louisville Mayor **Jerry Abramson** has proclaimed September 2 “**Old Forester/George Garvin Brown Day**” in the City of Louisville.

September 2 was recognized due to it being the birthday of Brown-Forman and Old Forester founder **George Garvin Brown** who was born on the date in 1846. Old Forester became America’s first bottled bourbon in 1870 when Brown recognized the need for a bourbon of consistent high quality and began putting Old Forester in glass bottles. Old Forester is the only bourbon in existence today which was sold before, during and after prohibition.

“George Garvin Brown and Old Forester are a rich chapter in Bourbon’s long history in Louisville, especially along our historic and cultural corridor of West Main Street – or Whiskey Row – as it was once known,” Abramson said.

Along with the proclamation, the City of Louisville also announced Old Forester will be added to the recently created Urban Bourbon Trail with a stop located at 626 West Main Street. Visitors on the Urban Bourbon Trail will be able to take photos with a replica of the oversized Old Forester bottle which sits atop the Brown-Forman offices as well as observe a display of Old Forester through the years.

Old Forester will also provide bronze plaques to each of the current members of the Urban Bourbon Trail, recognizing their inclusion in the program and dedication to bourbon. In addition, anyone who completes the Urban Bourbon Trail will receive a special commemorative gift from Old Forester.

Additionally, the **Blue Grass Cooperage**, where new oak barrels are handmade for the aging of spirits, will be open for tours in the near future through a partnership with Mint Julep Tours. It is one of two major cooperages remaining in the United States, hand making over 1,600 barrels a day or almost 400,000 barrels annually. No time frame has been set for the opening of the cooperage for tours.

About Old Forester Bourbon

George Garvin Brown was the founder of Old Forester Bourbon Whisky and Brown-Forman Corporation. Brown-Forman Corporation, Louisville, Kentucky, is a diversified producer and marketer of fine quality alcohol brands, including Jack Daniel’s, Southern Comfort, Finlandia Vodka, Tequila Herradura, el Jimador Tequila, Canadian Mist, Fetzer and Bolla wines, and Korbel California Champagnes.

Love life. Sip responsibly.

Old Forester Straight Bourbon Whisky, 43-50% Alc. by Volume, Brown-Forman Distillers Company, Louisville, KY ©2008