

# Kentucky Derby Museum



Kentucky Derby Museum is one of the region's premier attractions, celebrating the tradition, history, hospitality, and pride of the world-renowned event that is the Kentucky Derby. The Museum welcomes more than 251,000 visitors annually from across the U.S. and around the world.

## TOURS

The Museum is the exclusive tour provider of Churchill Downs® Racetrack and offers a wide range of tours to intrigue every guest – from horse racing enthusiasts to travelers looking for a memorable experience. Want to see where the celebrities watch Derby or where the horses work out before race day? There's a specialty tour for that! The Museum also offers a complementary 30-minute Guided Track Visit with every general admission ticket.



## EXHIBITS

Enjoy two floors of interactive exhibits, including the newly remodeled, immersive Derby Race simulation, Riders Up! Learn about the legendary Thoroughbreds, owners, trainers, jockeys, Backside workers, traditions, and history that make the Kentucky Derby iconic. Step into the Winner's Circle and take a picture of an exact replica of the most current Derby winner. Secretariat also shines in his very own permanent exhibit. Your heart will race, and emotions will soar when you watch the Museum's signature 18-minute movie, "The Greatest Race," on a 360°, 4K high-resolution screen!



## EDUCATION

Classrooms can come to the Museum, or our Education Team can come to you! Every year, at least 35,000 students across each of the 120 Kentucky counties and Southern Indiana learn about how the Kentucky Derby touches many topics – math, science, social studies, and more! The Education Team can also book virtual classroom sessions. We love helping to shape the future leaders in the equine and agricultural industries!



## MEMBERSHIP

Want to stay in the know about our many events, giveaways, and exclusive tours? Become a member!

## RETAIL

From unique souvenirs, to mementos by local artists, or corporate gifts, we're your one-stop-shop for all things Derby!

## RENTALS

Planning the perfect wedding, holiday party, or conference? We have rental spaces to fit any event!

## Mission Statement

The Museum is a 501(c)(3) nonprofit organization with a mission to engage, educate, and excite everyone about the extraordinary experience that is the Kentucky Derby!



[derbymuseum.org](http://derbymuseum.org)

# STAY CONNECTED

The KDM Communications Team is here to help you find and tell unique Derby stories! We can coordinate interviews with KDM staff, offer photo and video opportunities on KDM's property, provide access to archive photos and videos for approved purposes, and help fact-check details relating to Kentucky Derby history.



**Katrina Helmer**

KDM Director of Communications



**Bobbi McSwine**

KDM Communications & Social Media Manager

## OUR CONTACT INFORMATION:

[media@derbymuseum.org](mailto:media@derbymuseum.org) | <https://www.derbymuseum.org/Media-And-Press>



Address: 704 Central Ave, Louisville, KY 40208

Website: <https://www.derbymuseum.org/>

#DerbyEveryDay



FACEBOOK:

<https://www.facebook.com/derbymuseum>



INSTAGRAM:

@derbymuseum



TIKTOK:

@derbymuseum



LINKEDIN:

<https://www.linkedin.com/company/kentucky-derby-museum>



X (TWITTER):

@derbymuseum



**Kentucky  
Derby  
Museum**



**MEDIA & PRESS PAGE**



# FAST FACTS

## Kentucky Derby Museum

- KDM is a 501(c)(3) nonprofit public charity organization in Louisville, Kentucky.
- KDM was established in 1985 by an endowment from the James Graham Brown Foundation and several private donors.
- KDM has 100 employees.
- KDM is the exclusive tour provider of Churchill Downs® Racetrack.
- KDM ranked #5 in USA Today's 2023 *10Best Readers' Choice Awards* for Best Attractions for Sports Fans.
- Attendance for the last six years:  
2018: 219,878    2021: 136,425  
2019: 242,842    2022: 204,004  
2020: 108,014    2023: 251,514
- KDM's fiscal year runs October 1 - September 30.
- KDM is the keeper of the Kentucky Derby Trophy.
- In 2018, KDM dedicated the Helen B. "Penny" Chenery Stable, which is a live stable exhibit housing a retired Thoroughbred and a miniature horse.
- KDM's signature 360°, 4K movie called "The Greatest Race" will receive a significant update for the Museum's 40th anniversary in 2025.

Learn more at [derbymuseum.org](http://derbymuseum.org)

**16,439**

Number of field trips to the Museum in 2023

**20,691**

Number of outreach programs in 2023

**\$13,000**

Dollar amount donated to school art programs through Horsing Around with Art in 2023

**20,000**

Number of items on display or in the Museum's permanent collection

**75,000** ft<sup>2</sup>

Museum's square footage

**300+**

Number of rentals each year

**~9,000**

Number of mint juleps served in the Museum's Derby Café & Bourbon Bar in 2023

**50%**

Percentage of the vendors in the Kentucky Derby Museum Store that represent local businesses



# MEET THE EXPERTS



**Chris Goodlett**, Senior Director of Curatorial & Educational Affairs  
*(In-house Kentucky Derby Historian/Genius)*

Chris Goodlett doesn't refer to himself as a genius, but everyone else does. He has a 20-year tenure at Kentucky Derby Museum, currently serving as the Senior Director of Curatorial and Educational Affairs. The Education and Curatorial Teams are a huge part of the mission-driven activities of the Museum, educating more than 35,000 students annually, creating exemplary exhibits and programs, managing a one-of-a-kind artifact and archival collection of more than 20,000 items, and caring for the Museum's resident Thoroughbred and miniature companion. Chris' team is also in charge of protecting and handling the Kentucky Derby Trophy each year. If you want to know about the history of Derby, who won in a certain year, why the winner gets a garland of roses, or anything in between – Chris is your guy.



**Jessica Whitehead**, Curator of Collections  
*(Keeper of Museum Archives, Protector of the Vault)*

Jessica Whitehead is Kentucky Derby Museum's Curator of Collections. For the hundreds of items on display within the Museum, did you know there's also a vault protecting thousands of other artifacts? Jessica is the protector and keeper of all those items. She's part of the team that curates the exhibits, and she's an In-House Derby Expert on countless Derby topics. Whether you're interested in the history of fashion, mint juleps, architecture, or Derby trivia – Jessica has an artifact, photograph, fact, or story to help put it into perspective and elevate your content. She has also written a book, "The History of the Kentucky Derby in 75 Objects," on behalf of the Museum that will be published in celebration of Derby 150.



**Pat Armstrong**, President and CEO, Kentucky Derby Museum  
*(Chief Derby Officer)*

Patrick Armstrong has been the President and CEO of Kentucky Derby Museum since August 2015. Pat is a lifelong Louisvillian and takes great pride in sharing the magic of Derby with everyone he meets. Under his leadership, the Museum has undergone major expansions, brought the visitor experience to new heights, and topped yearly admissions of 250,000+ guests. Pat's success at the Museum is, in large part, because he knows a thing or two about the Derby from a local, regional, and international perspective. Previously, he worked for Kentucky Derby Festival for 21 years.



**Katie Fussenegger**, Executive Vice President, Kentucky Derby Museum  
*(Expert on All Things Travel & Tourism)*

Katie Fussenegger has served as the Executive Vice President of Kentucky Derby Museum since 2020. A lifelong Kentuckian with a horse obsession, she previously worked as the President and CEO of ShelbyKY Tourism for 10 years. If you want to know about the major impacts that the tourism industry, the Museum, and Derby have on Kentucky, then you need to chat with Katie. She is passionate about making sure every guest can experience the thrills and chills of Derby every single day at the Museum. Katie is leading the Museum's Derby 150 programs, activities, events, and merchandise.



# KDM DERBY 150 STORIES

And They're Off! The race is on for the 150th Running of the Kentucky Derby®, which will take place on May 4, 2024. The Kentucky Derby is the longest continuously running sporting event in America, surviving wars, bankruptcy, floods, and a global pandemic. Kentucky Derby Museum is thrilled to share countless Derby stories spanning 150 years of horse racing, fashion, traditions, and more. KDM's Communications Team can help you find unique stories, line up expert interviews, coordinate live segments, and pull it all together with the perfect visuals – new and old!

## 150 Years of Derby History

How do you summarize 150 years of horse racing history? You tell the stories of legends, traditions, folklore, and the iconic moments that give you all the thrills and chills. Here are some content categories that the Museum can help with:

### HOW THE DERBY STARTED

Did you know? We can thank the grandson of famous explorer William Clark and a trip to Europe for creating the Derby.

### BLACK HERITAGE IN RACING

Did you know? Fifteen of the first 28 Derby winners were ridden by Black jockeys.

### WOMEN IN RACING

Did you know? Women didn't have the right to ride until the late 1960s.

### DERBY LONGSHOTS AND LEGENDS

Odds of 91-1. Time of 1:59 2/5. Two of the most iconic numbers in Derby history. Do you want to know why?

### ARCHITECTURAL CHANGES AT THE TRACK

Did you know? The track is a fascinating puzzle of architectural changes and construction projects over the decades.

### 10 DERBYS YOU SHOULD KNOW ABOUT

We know you want to know! You'll have to chat with Chris Goodlett to find out.

### A LOOK THROUGH THE ARCHIVES

Photographs, videos, and artifacts that'll make you go, "Whoa!"



@Churchill Downs Racetrack



@Churchill Downs Racetrack



## 150 Years of Derby Fashion

From the elegant celebrities on Millionaires Row to the wild style of the infamous Infield, Derby is a massive fashion runway. Hats, fascinators, suits, accessories, dresses, shoes – it's all to see and be seen. Derby fashion is a playbook for how fashion and culture has changed over time in America. KDM has an archive of stunning fashion photos and a collection of fashion artifacts that help tell this story. The Museum is also building a brand-new fashion exhibit for 2024, and the winners of KDM's fashion contest will have the chance to put their stunning items on display.



# KDM DERBY 150 STORIES

## 150 Years of Derby Traditions

### MINT JULEP & COLLECTIBLE MINT JULEP GLASSES

How did the mint julep become a Derby staple, and why are people obsessed with the collectible glasses? The history of both involves some fun racetrack folklore.

### ROSES & LILIES

Why do you give the winner of the Kentucky Derby a garland of roses, and why does the Oaks winner get a garland of lilies? These traditions actually did not start with the first Derby.

### CALL TO POST

Steve Buttleman is a Derby legend! Do you know the history behind why a bugler plays the Call To Post before each race?

### STARTING GATE

Before the invention of automatic starting gates, horses just lined up on the track. And the signal to start the race might not be what you would expect!

### BACKSIDE

The Backside of the track has grown from a few barns to an entire community. There is a deep history of culture and tradition for those who work and live on the Backside.

### WAGERING

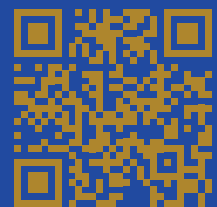
Everyone hopes to win big on Derby day. From the very first purse to the rules of parimutuel wagering, the Derby can trace much of its history to European horse racing traditions.

### WINNER'S CIRCLE

It's hallowed ground that's only used once a year. Step into KDM's Winner's Circle exhibit and see what it's like to be a winner.



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#DerbyEveryDay  
#RaceTo150  
@derbymuseum



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