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## Celebrity Chef Bobby Flay Helps Churchill Downs 'Bring the Derby Home' Through Kentucky Derby Party Program and Web Site

Celebrity Chef Bobby Flay knows his recipes – and his horses. The host of the Food Network's Emmy-awarding winning television show, "Boy Meets Grill," is no stranger to the horse racing scene, having owned racehorses for a number of years after developing an affinity for the sport.

Flay's latest connection to the Sport of Kings comes as official host and spokesperson for Kentucky Derby Party ([www.kentuckyderby.com/party](http://www.kentuckyderby.com/party)), a new program launched this spring by Churchill Downs Incorporated designed to connect millions of Kentucky Derby fans worldwide who enjoy hosting annual Kentucky Derby parties on the first Saturday in May.

"The Kentucky Derby is a one-of-a-kind springtime sports party that showcases a unique blend of food, fashion and Southern hospitality against the backdrop of America's oldest continuously held sporting event," Flay said. "As a horse racing enthusiast, I love attending the Kentucky Derby in person, and I also enjoy throwing Kentucky Derby parties for family and friends. I am excited to work with Churchill Downs Incorporated on the launch of its official Kentucky Derby Party program and Web site, which offers party hosts and hostesses everything they need to know about Kentucky Derby entertaining."

"Churchill Downs is thrilled to partner with Chef Bobby Flay on our Kentucky Derby Party program, as we look for ways to extend the Kentucky Derby experience to sports fans around the world," said Casey Cook, senior director of marketing for Churchill Downs Incorporated. "The Kentucky Derby has a tremendous following because it's more than just a sporting event. The Derby encompasses fantastic cuisine, eye-catching fashion and lavish entertaining – as well as the 'Greatest Two Minutes in Sports'.

"Through our Kentucky Derby Party program, Churchill Downs hopes to reach out to the millions of party hosts and hostesses scheduling annual Kentucky Derby parties and assist them with a party planning ideas," Cook continued. "From official party invitations, to menu and beverage options, to games and party favors, to ways guests can actually wager on the Kentucky Derby through Churchill Downs' official online wagering platform, [TwinSpires.com](http://TwinSpires.com), we want to help horse racing fans around the world bring the Derby home to their friends and families."

Party hosts and hostesses can visit the official Kentucky Derby Party Web site, [Kentuckyderby.com/party](http://Kentuckyderby.com/party) to register their event as an "official" Derby party and to send out free electronic invitations to guests. The site also features tips for throwing a Derby party, including recipes and menu ideas from Celebrity Chef Bobby Flay; examples of traditional Derby hats and attire; an online Kentucky Derby Party store offering a variety of party packages; and a social networking platform with blogs, photo and video uploads so partygoers around the world can share their Kentucky Derby experience.

Kentucky Derby Party hosts and their guests can also enter a contest for a chance to attend the 2009 Kentucky Derby at Churchill Downs and walk the official Kentucky Derby Red Carpet with Derby celebrities. Winners of the 2008 contest will be announced as part of the festivities for Kentucky Derby 134 on Saturday, May 3. For more information, or to register your Kentucky Derby Party, visit [www.kentuckyderby.com/party](http://www.kentuckyderby.com/party).

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ Global Select Market: CHDN) also operates Trackside at Churchill Downs, which offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 134th running of the Kentucky Derby on May 3, 2008. The track's 2008 Spring Meet runs from April 26 through July 6. Churchill Downs has hosted the Breeders' Cup World Championships a record six times. Information about Churchill Downs can be found on the Internet at [www.churchilldowns.com](http://www.churchilldowns.com).