



Kentucky Tourism, Arts and Heritage Cabinet North American International Livestock Exposition

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North American International Livestock Exposition Sale of Champions Rewards Youth for Agricultural Achievements

LOUISVILLE, Ky. (October 24, 2017) — The Sale of Champions celebrates accomplished young exhibitors who have raised award-winning market animals and serves as the capstone event of the North American International Livestock Exposition (NAILE). This year's Sale of Champions will take place at the Kentucky Exposition Center on Nov. 16 at 6 p.m. in West Hall and New Market Hall.

A total of six animals will hit the auction block, as the winning Grand Champion and Reserve Grand Champion hogs, lambs and steers are sold. Last year's auction sales totaled \$81,500. Ten percent of sales are donated to charitable organizations. The remaining 90 percent of the proceeds are split, with 10 percent going to promote the expo and 80 percent being divided amongst the young exhibitors. More than \$1.75 million has been raised through the auction to promote youth involvement in agribusiness and fund charitable endeavors.

The involvement of young people remains a central focus at NAILE – from its 10 youth judging contests to its agriculture curriculum for school groups to the 4-H/FFA members who show livestock at its event. The Sale of Champions is one more example of NAILE's commitment to the youth who will serve as future leaders of the agriculture industry.

For more information, visit www.livestockexpo.org.

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Owned and produced by Kentucky Venues, the [North American International Livestock Exposition](http://www.livestockexpo.org) is the world's largest purebred livestock show. Held at the Kentucky Exposition Center in Louisville, the event generates \$8 million in economic impact annually.

Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just seven minutes south of downtown Louisville. Entrances to the facility are located off Phillips Lane, Crittenden Drive and Preston Highway. Parking is \$8 per vehicle.