

**Contact:** 

Navji Dixon Public Relations Coordinator ndixon@buffalotrace.com <u>buffalotracemediakit.com</u>

## VIRTUAL GREAT BUFFALO CHASE 5K HOSTED PARTICIPANTS FROM ALL 50 STATES

More than \$21,000 raised for local VFW, \$15,000 donated to local food pantry

**FRANKFORT, FRANKLIN COUNTY, KY (July 8, 2021)** – Runners from all 50 states and five countries participated in Buffalo Trace Distillery's 20<sup>th</sup> annual Great Buffalo Chase 5k which was held virtually over July 4<sup>th</sup> weekend. This was the second time this race, which has historically attracted top runners from across the United States and the world, received runner participation in all of the 50 United States. In total, 1,131 people participated in the virtual race. Registrations for the race raised more than \$21,000 for the city of Frankfort's VFW Post 4075's annual fireworks show on July 4<sup>th</sup> weekend.

The race kicked off the morning of July 2<sup>nd</sup> with the <u>singing of the National</u> <u>Anthem</u>, performed by Navji Dixon, a public relations coordinator for the Distillery and performing artist in the central Kentucky region. Then, runners and walkers participated in this year's virtual race in their hometowns and local neighborhoods wherever they were located during the period of July 2-5 instead of running at the Distillery as in the past. Participants were mailed a commemorative T-shirt and race bib and had the option to record and submit their personal race time.

Due to the nature of this being a virtual race, and in the spirit of fairness, prizes were not awarded to top runners this year. On behalf of all participants, and in commitment to supporting others, this Fourth of July Buffalo Trace Distillery donated \$15,000 to God's Pantry Food Bank to support the local Franklin County community. Additionally, everyone who registered was entered into a raffle to win a prize from the Gift Shop and winners were notified via email.

Participants also were encouraged to take part in the virtual patriotic attire costume contest on the <u>Virtual Great Buffalo Chase 5K Facebook Event</u> through the <u>Buffalo Trace</u>

<u>Distillery Facebook Page</u> and by using #ChaseTheBuffalo for the chance to win a prize from the Gift Shop. Participants also had the opportunity to post pictures of their pets in Buffalo Trace or patriotic attire for a special pet costume contest new to this year's race.

A full listing of submitted race times can be found on the Buffalo Trace Distillery website, <u>here</u>.

## **About Buffalo Trace Distillery**

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich tradition dates back to 1775 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace Distillery is a fully operational Distillery producing bourbon, rye and vodka on site and is a National Historic Landmark as well as is listed on the National Register of Historic Places. The Distillery has won 35 distillery titles since 2000 from such notable publications as Whisky Magazine, Whisky Advocate Magazine and Wine Enthusiast Magazine. Its Col. E. H. Taylor, Jr. Four Grain Bourbon was named World Whiskey of the Year by "Jim Murray's Whiskey Bible 2018" and its William Larue Weller and Thomas H. Handy Sazerac were named 2<sup>nd</sup> and 3<sup>rd</sup> finest whiskeys in the world, respectively, in the "Jim Murray Whiskey Bible 2020." Buffalo Trace Distillery has also garnered more than 1,000 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit <u>www.buffalotracedistillery.com</u>. To download images from Buffalo Trace Distillery visit <u>http://www.buffalotracedistillery.com/media</u>.