

YOUR LOGO HERE

For more information, contact XXXXX

Compelling Headline

Subhead with additional catchy details

City, State (Month Day, Year) – TEXT EXAMPLE: Just like Bourbon, Bluegrass music is a celebration of Kentucky roots music that blends bluegrass with Americana, blues, jazz, and more. Louisville has long been part of Bluegrass history, from hosting major festivals to serving as home to legendary musicians.

Today's Bluegrass sounds are as varied as they are authentic and Louisville's take on the genre, coined LouGrass, carries Kentucky's legacy forward with a new generation of artists keeping the tradition alive.

From April through October, Louisville Tourism is hosting a special series: the LouGrass Sessions where you can hear the sounds of LouGrass throughout the city, with free live performances every weekend.

ADD DETAILS AND INFORMATION ABOUT UPCOMING EVENT

Guests can visit INSERT WEBSITE to find all ...

For a schedule, visit WEBSITE.

While planning a trip to Louisville, guests can download a copy of Louisville Tourism's annual [Visitor Guide](#) to see the city's top attractions and bourbon distilleries. Visitors also can get additional city attraction, lodging and dining assistance at gotolouisville.com.

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BOILERPLATE LIKE THIS ONE:

As one of the oldest official Destination Marketing Organizations (DMO) in the country, Louisville Tourism's mission is to enhance the city's economy through tourism. It works to raise awareness of Bourbon City's brand worldwide to inspire inbound travel that reached 19 million visitors to the Louisville area in 2024. As the third largest industry in Louisville, tourism supports nearly 70,000 local tourism-related jobs and contributes an estimated \$4.2 billion to the economy. Tourism also creates \$247M in state and local tax revenue, saving each household in Louisville an average of \$800 on its state and local tax bill. From the city's world-renowned global events like the Kentucky Derby to a vibrant culinary scene and a rich Bourbon cultural heritage, Louisville offers a unique experience for all who visit.