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CONTACTS:

Ali Shaw, (502) 262-8580

Steve Rush, (502) 819-7874



Greater Louisville UK Alumni Club

Pep Rally to be Held Prior to UK vs. Arkansas-Little Rock Game Jan. 3 at Ky. Expo Center

LOUISVILLE, Ky. (Dec. 20, 2011) – The UK Alumni Club of Greater Louisville will host a Pep Rally on Tuesday, Jan. 3, 2012, from 5 to 7 p.m. at the Kentucky Expo Center's North Wing Lobby.

The event will be held immediately prior to the UK vs. Arkansas-Little Rock basketball game, which tips off at 7 p.m. at Freedom Hall.

The Pep Rally will include the UK Cheerleaders, Pep Band, giveaways, free face painting, games, music, videos, cash bar, food and more.

Approximately 1,000 fans are expected for the event.

"Our local UK Alumni Club is pleased to host this Pep Rally for Big Blue fans," said event director Steve Rush. "This fun event is geared toward UK fans of all ages, and we always have a big turnout, so we're encouraging everyone to come early and enjoy the festivities."

Admission is free for UK Alumni Association with a valid membership card and children under 12. Admission is only \$5 for non-members.

The Pep Rally is sponsored by Fan Outfitters.

For more information, contact Ali Shaw at (502) 262-8580 or ali@m2maxmedia.com or Steve Rush at (502) 819-7874 or steve.rush@lightyear.

About the UK Alumni Association

With approximately 30,000 University of Kentucky Alumni living in the Greater Louisville area, the Greater Louisville UK Alumni Association is one of the largest clubs in the country.

<http://www.ukalumni-louisville.net>

The UK Alumni Association fosters lifelong engagement among alumni, friends and the association and supports the mission and goals of the university. The Association traces its history to 1889, when Joseph H. "Little Joe" Kastle, a graduate of UK and a nationally-known chemist, returned to his alma mater as professor of chemistry. He persuaded a few of his fellow

faculty members/UK graduates to establish an alumni club, organizing the first group of alumni with the purpose of joining together in support of the university in association together. For more information about the UK Alumni Association, visit www.ukalumni.net.