



News Release

Swim With Purpose to Highlight KSU Aquatic Facility Restoration at Bourbon on the Banks 2024 Festival

Frankfort, KY — September 24, 2024 — [Swim With Purpose \(SWP\)](#), a charitable fundraiser founded to raise \$1M to support the restoration of the indoor aquatic facility at [Kentucky State University's \(KSU\) William Exum Center](#), is participating in multiple events at next month's [Bourbon on the Banks 2024 Festival](#).

Named one of Bourbon on the Banks' many beneficiaries earlier this year, 100 percent of the net proceeds from the Friday 1:00 p.m. event, "The Secrets to Bourbon and Food Pairing with Peggy Noe Stevens" will go to SWP. This exclusive experience will showcase curated food pairings by Limewater Bistro alongside exceptional whiskeys.

Diane Strong, Executive Director of Bourbon on the Banks, shared insights in a [recent SWP podcast](#) interview about the festival's commitment to community support.

"We are thrilled to be part of Bourbon on the Banks, as both SWP and the festival share a mission of community enhancement," said Sam Taylor, Chairman and Co-Founder of Swim With Purpose. "An indoor swimming pool is essential for offering vital programs like swim lessons, aqua exercise, and physical therapy, ultimately fostering connections within our community. Providing local youth with access to swimming lessons equips them with lifesaving skills and prepares them for the future."

Taylor referenced a recent article in [The State Journal](#) where the mayor emphasized the need for multiple pools in Frankfort, underscoring the importance of the KSU facility as a vital resource for year-round swimming.

"We are committed to securing the necessary funding to progress construction and aim to have the pool operational by November 2025," Taylor explained. "The community has expressed a strong need for a pool, and proceeds from Bourbon on the Banks will play a crucial role in meeting that demand."

In addition to the food pairing, SWP is also involved in the following Bourbon on the Banks events:

- **Friday, Oct. 4, 5:00-8:00 p.m., Thomas D. Clark Center for Kentucky History:** "VIP Reception & Bourbon Auction" featuring tastings, live music, and rare bourbon auctions. SWP will auction off a 55-inch Peerless Outdoor TV, a swim cap autographed by Michael Phelps, and select bottles of SWP Bourbon.

- **Friday, Oct. 4, 6:00-9:30 p.m., Downtown Frankfort:** “Bourbon Street on Broadway,” a family-friendly event with performances and a Kids Zone. SWP will have a 55-inch Peerless Outdoor TV, a swim cap autographed by Michael Phelps, and select bottles of SWP Bourbon in the event auction.

About Swim With Purpose

Swim With Purpose is a charitable fund managed by the [Blue Grass Community Foundation](#). Founded by AV industry executive and passionate swimmer [Sam Taylor](#), and endorsed by Olympic gold medalist Michael Phelps and the [Michael Phelps Foundation](#), SWP aims to revitalize the indoor pool at the Exum Center for the benefit of students, faculty, and the broader community. The initiative will facilitate programs that foster inclusivity and healthy living. To support Swim With Purpose, please visit: <https://bgcf.givingfuel.com/-swim-with-purpose>.

To subscribe to the Swim With Purpose monthly newsletter, [click here](#) and scroll to the bottom of the page.

About Bourbon on the Banks

Bourbon on the Banks is a private, non-profit 501 (c) (3) organization based in Frankfort. Funds are privately raised and primarily derived from corporate sponsorships and event ticket sales. The festival and associated events are produced by a full-time executive director, community volunteers and a board of directors. For more information, go to www.bourbononthebanks.org.

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Media Contact:

Traci Schaefer

TLS Communications, Inc.

630-269-4567

tschaefer@tlscommunications.com