



## News Release

### Swim With Purpose Named Beneficiary for Bourbon on the Banks 2024 Festival

*Swim With Purpose will receive net proceeds from exclusive  
Oct. 4 event “The Secrets to Bourbon Food Pairing”*

Frankfort, KY — May 9, 2024 — [Swim With Purpose](#), 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](#) has been named one of the beneficiaries for the [Bourbon on the Banks 2024 Festival](#) taking place along the scenic Kentucky River at River View Park in Frankfort, October 3-5.

As a Bourbon on the Banks beneficiary, Swim With Purpose will receive the net proceeds from the exclusive event, “**The Secrets to Bourbon Food Pairing**,” featuring renowned culinary experts Peggy Noe Stevens, the world’s first female Master Bourbon Taster and Founder of the Bourbon Women Association; and Freddie Johnson, Visitor Lead from Buffalo Trace Distillery. [Tickets are limited and can be purchased here.](#)

[Listen to a Swim with Purpose podcast about the Bourbon on the Banks 2024 Festival](#)

According to Chairman and Co-Founder of Swim With Purpose Sam Taylor, “It’s an honor to be named a beneficiary for this year’s Bourbon on the Banks 2024 Festival. The missions of Swim With Purpose and Bourbon on the Banks are similar in that both are heavily committed to initiatives that support and benefit the local community.”

He continued, “Being involved with events like Bourbon on the Banks highlights the rich heritage that both KSU and the bourbon industry bring to the local area. Through this opportunity, our hope is to help increase awareness of the need for year-round access to a local indoor swimming facility.”

Diane Strong, Executive Director, Bourbon on the Banks said, “Frankfort is in need of an indoor swimming pool. When I moved here in 2017, there were three – and currently, there are none. This runs deep for us and is why Swim With Purpose is an ideal beneficiary for Bourbon on the Banks.”

Strong noted, “The Bourbon on the Banks Festival started in 2019 and has grown 30 percent every year but we are capping it at 2,000 attendees to maintain the smaller experience, which is what makes it special – this also why it’s important to get tickets now.” She added that 60 percent of attendees last year were from out of state. “One of purposes of Bourbon on the Banks is to discover Frankfort and to give



back to our community and those who visit. The festival is well-supported by the city and county and helps local businesses.”

Highlights of the activities surrounding the Bourbon on the Banks 2024 Festival include:

- **Oct. 3, 2:00 p.m.** [Mixology on the River](#) with Ingram River Aged Whisky, Featuring Heather Wibbels, Award-Winning Mixologist, Bourbon Belle Boat Tour
- **Oct. 3, 6:00-9:00 p.m.:** [Thursday Kickoff](#), Whiskey Thief Distillery
- **Oct. 4, 1:00-2:30 p.m.:** [The Secrets to Bourbon Food Pairing](#) with Peggy Noe Stevens and Freddie Johnson, Kentucky History Center
- **Oct. 4, 5:00-8:00 p.m.:** [VIP Reception & Bourbon Auction](#), Thomas D. Clark Center for Kentucky History
- **Oct. 4, 6:00-9:30 p.m.:** [Bourbon Street on Broadway](#), Downtown Frankfort
- **Oct. 4 6:00 p.m. to close:** Four Roses Pub Stroll
- **Oct. 5:** [Bourbon on the Banks Festival](#), River View Park
- **Oct. 5, 5:00-9:00 p.m.:** [Goodwood After Party](#), Farmer’s Market Pavilion

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

To donate to Swim With Purpose, go to: <https://bgcf.givingfuel.com/-swim-with-purpose>.

#### **About Swim With Purpose**

Swim with Purpose is a charitable fund held by the [Blue Grass Community Foundation](#). Founded by AV industry executive and avid swimmer/swim coach, [Sam Taylor](#), and officially endorsed by Olympic gold-medalist and swimming legend Michael Phelps and the [Michael Phelps Foundation](#), Swim With Purpose was created to support the re-establishment of the indoor pool facility at the Exum Center for the students, faculty and community to utilize for healthy lifestyle and therapy. Programs will be developed by the University and the [Frankfort YMCA](#) to break generational stigmas and create a safe and teachable atmosphere for children, college students and adults. The fund will also be used for ongoing maintenance and programs that serve the community. For more information, go to [www.swimwithpurpose.org](http://www.swimwithpurpose.org).

#### **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](http://www.bourbononthebanks.org).

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