

EVENT RESUME



Urban Bourbon ½ Marathon

Location: Downtown Louisville
Dates: October 17, 2026
Total Attendance: 7,500



DESCRIPTION

The Urban Bourbon ½ Marathon will take place in downtown area of Louisville on Saturday October 17th. It will start on Main Street and travel through Cherokee Park and will end at Fourth Street Live! The race will start at 8:00am and will end by 12:00pm. At the finish line there will also be a post-race bash featuring live music by the Louisville Crashers as well as food and bourbon tastings for the participants.



SCHEDULE

Race starts at 8:00am for the ½ marathon and 8:30am for the 5K.



DINING

There will be food vendors located throughout the downtown area for spectators and athletes.



TRANSPORTATION

Air Travel: 10%
Auto Travel: 90%



ACCOMMODATIONS

Headquarter Hotel: Galt House
Additional Hotels: Multiple hotels in the downtown area
Heavy Arrivals: 10/16/2026
Heavy Departures: 10/18/2026



DIGITAL MEDIA

Website: www.urbanbourbonhalf.com
Facebook: @urbanbourbonhalf
Linkedin: @urbanbourbonhalf



LOUISVILLE TOURISM STAFF

Destination Services Contact:

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