

Media Release
For Immediate Announcement

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**Contact: J. Michael Higgs,
Coordinator, Cave Hill Heritage Foundation, Inc.
Public Relations, Cave Hill Cemetery Co., Inc.**

**502-813-7761 Office Direct
502-639-9393 Cellular**

Topic: Cave Hill Heritage Foundation Announces Bourbon History Tour

**Cave Hill Heritage Foundation to Offer First Interactive Bourbon Distillers
Tour in the History of Cave Hill Cemetery**

The Cave Hill Heritage Foundation is proud to announce the creation of a new tour for the 2014 tour season called, “A Journey through Bourbon History at Cave Hill Cemetery” with Michael Veach. Dates for the tours are: Sunday, May 18, 2014 and Sunday, September 14, 2014. The tours will begin at 1:00 p.m. Admission is \$35 per person, with all proceeds benefiting the Cave Hill Heritage Foundation.

This will be the first interactive tour ever offered at Cave Hill Cemetery. Participants can utilize our app, called “Cemetery Tours” in the iPhone App Store and the Google Play Store for smartphone users. The app is free and is also available through the cemetery website, www.cavehillcemetery.com. Using the app, participants can follow along a GPS marked map of Cave Hill Cemetery and find photographs of the individuals highlighted and assorted videos of the distiller or their associated distillery as they are standing at the gravesite.

Stops on the tour will include the following:

- Julian Proctor Van Winkle, “Pappy Van Winkle”
- Owsley Brown- Brown-Forman Distillery
- Frederick Stitzel- Patented the warehouse ricking system
- Alexander Farnsley- Partner with Stitzel-Weller Distillery
- Thomas Jeremiah Beam- Jim Beam Distillery
- George Forman- Partner of George Garvin Brown (namesake of Brown-Forman)
- Paul Jones- Kentucky’s First Distiller- Four Roses Distillery
- John Charles Weller- Stitzel-Weller Distillery
- Phillip Hollenbach- Glencoe Distillery
- J.T.S. Brown- Brother of George Garvin Brown – Brown-Forman Distillery/Heaven Hill Distillery
- George P. Weller- Stitzel-Weller Distillery
- Frank P. Thompson- Glenmore Distillery
- James Thompson- Glenmore Distillery

- George Garvin Brown- Brown-Forman Distillery

At each stop, Veach will highlight biographical information for each distiller, important facts regarding their distillery and the brands produced, and much more. Participants will ride through the cemetery on our rustic tractor and wagon.

You must RSVP for all tours by calling, 502-451-5630. Participation is limited to 19-20 participants per tour.

Michael Veach's book, *Kentucky Bourbon Whiskey: An American Heritage*, will be available for purchase and autographing during both tours.

About the Tour Guide:

Michael Veach began working in the distillery industry in 1991 as an archivist for United Distillers, located in Louisville, Kentucky. The task of archiving documents from the Stitzel-Weller collection, which started as a graduate studies project, soon launched into a full-time position. During his time in the industry, he was able to learn about distilled spirits from highly influential people, such as Ed Foote, Mike Wright, and Chris Morris. Morris is currently the Master Distiller for Brown Forman. In 1997, Veach began working for the Filson Historical Society as a Special Collections Assistant. From that point forward, he continued his studies of bourbon and was eventually inducted into the Kentucky Bourbon Hall of Fame as the Official Historian of the industry.

Veach has recently written a guide to the bourbon industry in Kentucky titled, *Kentucky Bourbon Whiskey: An American Heritage*. It can be purchased in local area bookstores and on Amazon.com. On Amazon, copies are available for \$19.92.

About the Cave Hill Heritage Foundation:

The Cave Hill Heritage Foundation was founded in 2005, and is devoted to "Preserving the past for the future." With three distinct focuses- Restoration, Preservation, and Educational Development- the foundation has been pivotal in restoring a litany of monuments and grave markers across the cemetery, while increasing the level of awareness that exists regarding the part that Cave Hill Cemetery and its residents have played in the evolving nature of the city of Louisville and Commonwealth of Kentucky.