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Run 4 the Roses Ready for a Record-Breaking Tournament

1,500 teams, 1,200 coaches and 84 basketball courts fill the Kentucky Exposition Center.

LOUISVILLE, Ky. (June 28, 2022) — The largest youth basketball tournament in the country is taking over the Kentucky Exposition Center Tuesday, July 5 - Friday, July 8 when Run 4 the Roses returns to Louisville. This year's tournament is smashing attendance records, with more than 1,500 teams which will play on 84 courts, officially cementing this year's Run 4 the Roses as the largest youth basketball tournament in history.

Originally established in 2009 with only 29 teams, the tournament has experienced 13 years of growth. Run 4 the Roses allows young athletes, this year's tournament represents 47 states and 5 countries, to compete in front of more than 1,200 college coaches.

The event is a huge economic boon for the local economy, generating more than \$17.72 million in estimated economic impact each year.

"Our exhibit halls offer unparalleled space for full-size courts, which is why the Kentucky Exposition Center is known as the premier location for youth sporting events. In other locations, teams are forced to navigate between different venues scattered throughout the city but in Louisville and at the Kentucky Exposition Center, we can fit a record-breaking basketball tournament under one single roof," said David S. Beck, President and CEO of Kentucky Venues.

Sports media has taken notice of the rising popularity of girls' youth basketball. ESPN will broadcast the Run 4 the Roses championship games live on ESPNU and ESPN+ on Friday, July 8.

Run 4 the Roses isn't the only basketball tournament taking over the Kentucky Exposition Center in July. There are six tournaments scheduled, including:

- July 4-6 - Roses Rising Stars
- July 5-8 - Run 4 the Roses
- July 8-10 - Ballin' Under 1 Roof
- July 9 - Sneaker Wars
- July 10-12 - Battle in the Boro
- July 22-24 - Grassroots Showdown

During the course of July, basketball events alone will generate more than \$34 million and bring 57,000 visitors to Louisville.

The Kentucky Exposition Center hosts more than 30 sporting events annually – including volleyball, archery, cheer and dance, and martial arts– and continues to grow as a sports destination. To learn more about the facility or check its calendar of events, visit www.kyexpo.org.

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