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From the Louisville Business First:

<http://www.bizjournals.com/louisville/feature/kentucky-derby-2014/2014/05/business-new-to-louisvillestands-out-at-kentucky.html>

Business new to Louisville stands out at Kentucky Derby

May 3, 2014, 2:32pm EDT Updated: May 3, 2014, 4:58pm EDT

Sticking out between a Cox's Smokers Outlet booth and a Woodford Reserve booth in the paddock area of **Churchill Downs** this year, a health-food purveyor was advising Kentucky Derby attendees to down some fresh squeezed vegetable juice to detox after a day of drinking, smoking and betting at the track.

The Weekly Juicery is based in Lexington, but the business opened a Louisville last month.

And employees Kenny Van Damme and Elizabeth Beal were staffing a booth in the paddock area and promoting the company's #derbyDETOX program. They also handed out free juice samples.

"They can come somewhere and be refreshed," Van Damme said.

For \$250, people could receive a Derby Detox Talk from an expert juice guide, three juice shots, five cold-pressed juices, a three-day juice cleanse and a custom T-shirt.

Derby attendees also got a coupon good for \$1 off a drink during their first visit, \$2 off during the second visit and \$3 off for the third.



GREG TIMMONS

Kenny Van Damme was one of two The Weekly Juicery employees promoting the Lexington-based business's Kentucky Derby detox program.

"A lot of people are interested. It's so different," Beal said.

They've seen a steady stream of visitors who are curious about the business.

"We just think it's a great way to get our name out," Beal said.