



## Kentucky Tourism, Arts and Heritage Cabinet Kentucky Department Tourism

### For Immediate Release

Contact: Angela Blank

[AngelaG.Blank@ky.gov](mailto:AngelaG.Blank@ky.gov)

502-564-4930



### Chris Stapleton Voices New Kentucky TV Spots

*Bluegrass State-Born Superstar Featured in Tourism Advertising Campaign*

**FRANKFORT, KY (July 30, 2018)** – The Kentucky Department of Tourism has lined up a heavy-hitter – and one of its own native sons – to be featured in a new tourism advertising campaign this summer. Award-winning and best-selling country superstar Chris Stapleton will provide the voiceover talent for a series of new TV spots showcasing the Bluegrass State.

Stapleton's distinctive voice will now be heard in commercials capturing some of the "Kentucky Moments" that shape the state's culinary tourism scene and unique experiences that make Kentucky a great vacation destination.

"The flavors of Kentucky are deeply rooted in history and traditions that are still preserved on tables across the state," Kentucky Department Tourism Commissioner Kristen Branscum said. "But today, a crop of incredibly talented chefs and food producers are putting their own modern spin on the classics. The results are delicious and they're creating a diverse food scene that has really put Kentucky on the culinary map."

The ultimate goal, Branscum said, is to draw new visitors to Kentucky who may not know what the state offers beyond bourbon and horses. She said this new campaign will highlight that in a very immersive, emotional way – and Chris Stapleton is just the person to do it.

Not only is he a respected artist who was born and raised here, but he's incredibly proud of his home state and his upbringing in the mountains of Eastern Kentucky.

Stapleton was born in Lexington and grew up in the small town of Staffordsville before moving to Nashville to pursue a wildly successful music career. He has won numerous GRAMMY, CMA, CMT, ACM and Billboard Music Award honors, including 2018 GRAMMY Awards for Best Country Album, Best Country Song and Best Country Solo Performance.

“The passion, sincerity and tone that Chris conveys through his music are a perfect match for the stories we want to tell,” Branscum said. “We are proud to be working with a world-renowned Kentucky artist as the voice of this campaign that will invite people from across the world to his home state,” Branscum said, adding that most of the people featured in the new spots are from Kentucky as well.

“And we’re especially excited to welcome new visitors to our state to let them experience why it’s Better in the Bluegrass.”



The new TV spots are the next phase of the state’s Better in the Bluegrass culinary tourism campaign that kicked off earlier this year with an enhanced Official Visitor’s Guide, new chef-inspired videos, a national media blitz and various culinary initiatives celebrating “The Year of Kentucky Food.” The Kentucky Department of Tourism also worked with TV network Bravo to secure Kentucky as the filming location for this year’s season of “Top Chef.”

#### **FOR MORE INFORMATION:**

- Link to new the three new TV spots:  
Moments: <https://youtu.be/f0kWYviniSs>  
Taste: <https://youtu.be/t0etA1x0CSk>  
Difference: [https://youtu.be/CzJZ02Bea\\_l](https://youtu.be/CzJZ02Bea_l)
- Link to Chris Stapleton website: [www.chrisstapleton.com](http://www.chrisstapleton.com)
- Campaign website: [www.betterinthebluegrass.com](http://www.betterinthebluegrass.com)
- Campaign promotional tools: [www.kentuckytourism.com/industry/toolkit](http://www.kentuckytourism.com/industry/toolkit)
- Press room: [www.kentuckytourism.com/media-room](http://www.kentuckytourism.com/media-room)