

# EXPLORE BOURBON CITY.

“7 Domestic Destinations To  
Explore Your Roots.”

- VIBE Magazine

**LOUISVILLE**  
EST. 1778

# WHERE HISTORY LIVES & CULTURE THRIVES.



From bourbon and horse racing to food traditions and the legacy of Muhammad Ali, Louisville's story is deeply rooted in Black history and culture. Explore cultural landmarks, U.S. Civil Rights Trail sites, and immersive experiences about the people who helped shape and build Bourbon City.



Scan here to Experience  
Bourbon City's  
Black Heritage.