



October News & Notes

Thank you for registering a team for our Inaugural Bourbon Trail™ Relay! We are gearing up for a fun and exciting event next May. Here are a few updates about our Day 2 course and a little background on one of our team leaders.

State Capitol's - Old & New

Early in the course, runners will enter Franklin County and head into beautiful [Downtown Frankfort](#) and run over the "Singing Bridge" towards the Old State Capitol that was built in 1830! After a runner exchange on the bricked St. Clair Street, your outgoing runner will cross the Kentucky River and head up Capital Avenue to the scenic Kentucky State Capitol. Just past the Capitol, you'll get a great view of the Governor's Mansion on the East Lawn.





Castle & Key Distillery

Located in the middle of our Day 2 course, runners and teams head from Frankfort to [Castle & Key Distillery](#) to see the renovated Old Taylor Distillery that was built in 1887. Inspired by European architecture, the site features a Castle, a classical Springhouse, and a Sunken Garden. This was the birthplace of bourbon tourism! Tour the grounds and grab a bottle for later as you wait for your teammate to arrive!

Leadership Team Spotlight

Zack Hall, Chief Experience Officer

Born and raised a die-hard Auburn fan, Zack grew up in Alabama and played any sport that was offered. After graduating from Auburn University, he worked for the YMCA in Pennsylvania before moving into a YMCA leadership role in Frankfort, Kentucky. This is where his love for horse country and bourbon was formed. An avid recreational runner, Zack has run in races all over the country since 2000.

In 2005, he had the opportunity to lead and organize the Black Cat Chase 5K with the Frankfort YMCA and was able to grow the event from 400 runners to 2300 runners in 2011 by always looking to improve the runner experience. He also added two new running events for the Frankfort community during this time.

In 2012, the Hall family moved to Greenville, SC for new job opportunities with their three daughters. Still working for the YMCA, Zack helped organize a half-marathon and created a new youth fun run that partnered with a local food bank.

In 2016, Zack and his wife Anna created the Ville to Ville Craft Brew Relay, one of the first one-day running relays in the United States. This craft beer themed event connects Asheville, NC to Greenville, SC, and is now one of the most popular running relays in the country.

Zack's focus for each event is always centered around the runner's experience and exceeding expectations. "If our runners have a great time, they will tell their friends and family. This is the best compliment an event could have." He's looking forward to helping make the Bourbon Trail™ Relay one of the events you tell your friends about!

Feel free to contact Zack directly at zack@bourbonrelay.com with any questions!