

Press Release
For Immediate Release
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Hats On For Derby Day

Wear a hat to Lee Roy Selmon's for the big race and receive a complimentary julep

(Tampa, April 2009)- It's traditional to wear a fancy hat to Churchill Downs on Kentucky Derby Day. It's a new tradition to wear a hat to Lee Roy Selmon's on Saturday, May 2 as part of the restaurant's food and beverage celebration of American's oldest continuous sporting event.

Wear your hat to Selmon's and receive a complimentary strawberry julep.

But there's more, you could be a winner just by watching the famous race on Lee Roy Selmon's new high definition big screen flat televisions. Get a Pick 63 Derby Pool Card at your table, and you will have six chances to win a free appetizer.

Additionally you will have three chances to win a free entrée such as Selmon's Sweet Heat Chicken, Mama's Meatloaf or Soul Satisfying Pulled Pork. Selmon's family recipes are just \$9.99. Each mouth-watering dish comes with two sides.

So make your own run for the roses and get to Selmon's early to find a good seat, make your race picks and enjoy the best Derby food in America. Wear a hat, cheer hard, eat well and as Lee Roy always says, remember to share.

Selmon's Derby trivia so you can impress your friends while waiting for the race to start

- The Kentucky Derby is the oldest continuous sporting event in America.
- The race event was founded in the late 1880s by Colonel Meriwether Lewis Clark, grandson of William Clark of the famed Lewis and Clark Expedition.
- The Kentucky racetrack was officially incorporated in 1937 and is named for John and Henry Churchill, relatives of Clark.
- Women have always worn hats to the Kentucky Derby, since in the 19th century, women wore hats everywhere. As Derby celebrations progressed, hats have become more elaborate.
- First winner of the Kentucky Derby was a horse named Aristides and the jockey was Oliver Lewis.
- In the early days of the race, most of the jockeys were African American.
- The race is called "run for the roses" because a blanket of 554 fresh red roses is draped across the winner.
- National television coverage of the race began in 1952.
- In 2004 jockeys were authorized to wear corporate logos on their clothing.
- Since 2005, the 5th place winner shares in the prize money.
- Traditional beverage of the Kentucky Derby is a mint julep; the traditional food is burgoo, a three-meat stew sometimes cooked over an open fire. You'll eat better at Selmon's on Kentucky Derby Day!

For the Lee Roy Selmon's nearest to you log on to
www.leeroysemons.com

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