



FOR IMMEDIATE RELEASE

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Revvng Up for the Birmingham Cruise Event

BIRMINGHAM, MI, August 7, 2014 – It's the time of year when 40,000+ classic cars and more than one million people line Woodward Avenue to attend the world's largest one-day automotive event, the Woodward Dream Cruise, which celebrates its 20th Anniversary this year. The Birmingham Cruise Event, scheduled for Saturday, August 16 from 9 a.m. to 7 p.m., is located on South Old Woodward from Merrill Street to Lincoln. It features 300 classic cars of all makes and models, sponsor exhibits, live entertainment and more.

Again this year, the Chevrolet exhibit will be located in the "triangle" south of the 555 Building, where Old Woodward meets Woodward Avenue. They will host a variety of displays and activities starting at 9 a.m. Saturday and running through the conclusion of the Cruise at 9 p.m. Scheduled activities include: Chevrolet Full Line Display Vehicles, Transformers 4 Vehicles, Jeff Gordon NASCAR Specialty Vehicle, complimentary co-branded WDC/Chevrolet T-Shirt, complimentary WIFI powered by Chevrolet Built-In 4G LTE and Heritage Vehicles ranging from 1929 Landau - 1971 Cheyenne. It's a great location to check out the displays while viewing the classic cars on Woodward. Both WXYZ Channel 7 and WOMC 104.3 FM will broadcast live throughout the day from Birmingham and the Chevy event respectively.

Event day registration is open to individual cars, model year 1978 and older. Individual cars may check in after 9:30 a.m. at the registration tent at South Old Woodward and Brown. Day-of parking is \$25, based upon availability and on a first come first served basis.

Volunteers are needed to help park classic cars, direct traffic, and miscellaneous other event activities. All volunteers receive a t-shirt, plus water and refreshments throughout the day. Those who wish to volunteer may download a registration form online at www.birminghamcruiseevent.com.

Birmingham's walkable downtown is the ideal place for cruise lovers to spend the day. The historic downtown area features a wide variety of restaurants including sandwich shops, casual dining, upscale eateries, and a variety of ethnic cuisine. The shopping is great, with a variety of eclectic shops and name-brand national retailers. All Cruise events and venues are within walking distance of Birmingham's five parking decks, where the first two hours of parking are free. All Birmingham parking meters are Parkmobile enabled.

A special thank you to our Birmingham Cruise Event sponsors: Chevrolet, WXYZ Channel 7, WOMC 104.3, Lincoln of Troy and KIND Snacks.

For more information about Cruise Event parking in Birmingham, visit www.birminghamcruiseevent.com.

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation's most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.