

FOR IMMEDIATE RELEASE

Revving Up for the Woodward Dream Cruise
40,000+ Classics, Hot Rods, Muscle & Specialty Cars

BIRMINGHAM, MI, August 10, 2016 – The Woodward Dream Cruise will roll into town on Saturday, August 20, bringing 40,000 classic cars and more than one million people from all over the world. Adding to the festivities, the Birmingham Cruise Event will take place from 9 a.m. to 7 p.m. and 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.

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. New this year, they will host a rare vehicle display to commemorate the Camaro's 50th anniversary. The National Historic Vehicle Association will showcase Camaro #1 (the first production Camaro). In addition, a Camaro heritage display will include rare and milestone examples from the car's six generations, including the 2017 Camaro ZL1 and 1LE models. Both WXYZ Channel 7 and WOMC 104.3 FM will broadcast live throughout the day from Birmingham and the Chevy event respectively. The WOMC 104.3 entertainment stage will have a live band performing from noon to 5 p.m.

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 Brown and Woodward (Jax Car Wash). Day-of parking is \$25, based upon availability and on a first come first served basis.

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, Papa John's Pizza and KIND Snacks.

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

Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT is comprised of more than 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.