

**FOR IMMEDIATE RELEASE**

**Hot Rods, Food and Fun at Birmingham Cruise Event**  
Classics, Hot Rods, Muscle & Specialty Cars

**BIRMINGHAM, MI**, August 10, 2017 – The Birmingham community already hears the rumble of engines along Woodward Avenue on warm summer evenings. The Woodward Dream Cruise will roll into town on Saturday, August 19, 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 4 p.m. and is located on South Old Woodward from Merrill Street to Lincoln.

The event features 300 classic cars of all makes and models, sponsor exhibits and live entertainment. Attendees will enjoy seeing Corvettes, Thunderbirds, Model A's, Mustangs, Rolls-Royce and much more. New this year, car lovers can satisfy their appetite with food vendors offering fresh squeezed lemonade, hot dogs, popcorn, baked goods and frozen treats. Look for the following vendors at this year's event: Passmore Popcorn, The Sweetest Gourmet, Harold's Italian Ice, Motor City Pops and Franks Etc.



The Chevrolet exhibit will be located in the "triangle" south of the 555 Building where Old Woodward meets Woodward Avenue, near the following stores: Bridal Couture of Birmingham, Birmingham Design Studio, Hagopian World of Rugs, Be Well Lifestyle Centers and more. Chevrolet 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. 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 1988 and older. Individual cars may check in after 9:30 a.m. at the registration tent at Brown and Woodward (Jax Kar 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 credit card and Parkmobile enabled.

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

For more information about the Birmingham Cruise Event, visit [www.birminghamcruiseevent.com](http://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.*