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PRESS RELEASE

**FOR IMMEDIATE RELEASE
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**10th ANNIVERSARY CRUISIN' ON MAIN STREET
PRESENTED BY TAYLOR RENTAL PARTY PLUS OF MANCHESTER**

~ MANCHESTER'S MAGNIFICANT MILE OF VINTAGE VEHICLES ~

Manchester, CT Cruisin on Main Street looks forward to celebrating 10 years of showcasing the engineering, artistry and memories of over one hundred years of automotive history. Cruisin' on Main Street 2010 will take place on **Sunday, August 1 from 11 AM to 4 PM (Rain date, August 8) along Main Street in Downtown Manchester. Show car registration opens at 8 AM.** Show car registration is \$10 and spectators are FREE.

Cruisin' on Main Street is a **one-day cruise and show for antique and classic cars, trucks, sports cars and street rods twenty-five years old and prior.** A one-mile stretch of Main Street in historic Downtown Manchester, CT closes for Cruisin' creating a plaza-like viewing area where attendees can stroll the street and take-in the art and engineering of our automotive history. **Since its inception in 2001 Cruisin' has showcased over 10,000 vintage vehicles and welcomed over 290,000 spectators.**

Cruisin' welcomes Presenting Sponsor, Taylor Rental Center Party Plus of Manchester. Owner, John Wilper, and his family have a history of appreciating vintage vehicles that dates back to time spent in CA in the late 60's and early 70's when Sunday meant participating in club meets with their 1956 Ford Pick-up. Their appreciation for vintage vehicles and business identity as a leader in special event, party and wedding rentals for over 40 years made presenting sponsorship a perfect fit.

While the cars are clearly the stars, Cruisin' on Main provides a **full range of activities and amenities to event attendees.** This year's cruise will host over 25 sponsor exhibits featuring information about classic cars of the future, automotive products, health, legal and financial services.

- ◆ Stafford Motor Speedway will return with its race personalities and cars.
- ◆ Tires International has arranged for an appearance by the Firestone BIGFOOT 4x4x4 Monster Truck, a vehicle that is sure to awe spectators with its over 5 ft. high tires.
- ◆ A Good Time Rock 'n Roll 102.9 DRC-FM on air celebrity will broadcast live from Cruisin' next to the Monaco Ford of Glastonbury "Drive the Future" tent. DJ Jim Wayne, the Over the Hill Gang DJ and DJ T.S. Gilman, will spin oldies from the north to south end of Main Street with surf band sound provided by the local group, The Crustaceans.

- ◆ The Carter Chevrolet lot at the south end of Main Street will be the site of a gathering of classic Chevy's and feature a live DJ this year.
- ◆ 14 Cruisin' vendors and a variety of Downtown restaurants will offer their usual delicious fare to event attendees from black Angus Burgers to pulled pork, good old American Hot Dogs and classic home-style breakfasts.
- ◆ Downtown antique dealers will open their shops to provide some "shopping therapy" for attendees.

Many who attend Cruisin' each year look forward to taking home the latest edition of the official Cruisin' on Main T-shirt. The 2010 T-shirt will be full color and feature three vehicles representative of different eras and styles in automotive design set against a Main Street building backdrop. Featured vehicles include: a 1972 Chevy Nova, a 1946 Ford and a 1932 Ford Roadster. The t-shirts will sell for \$15 each.

The Cruisin' Club of Manchester Card is back offering great deals at 12 Manchester businesses. From discounts on food to vehicle services, the Cruisin' Club card can be used throughout the year to add value to your frequent purchases.

The Cruisin' Club Card is a great way to support your local businesses and save money. Proceeds from card sales help to support Cruisin' on Main Street. Cards cost \$5 and may be purchased at the Info/T-shirt Sales Booths during Cruisin' and at participating businesses. For a list of sales locations visit www.cruisinonmainstreet.org.

The 10th Anniversary of Cruisin' means extra goodies for the first 1,000 show cars to arrive at Cruisin'. They will receive a "green" reusable tote bag courtesy of Show Car Welcome Bag Sponsor, Manchester Honda. Event sponsors have donated a variety of useful and fun items to fill the bag. Show cars will also receive a commemorative dash plaque and over 30 etched glass Sponsor's Choice Trophies will be awarded. The show car donation/registration fee is \$10.

Profits from Cruisin' on Main Street benefit local charities. Cruisin' 2010 will donate a portion of its proceeds to **MARC, Inc. of Manchester** and to the **Downtown Manchester Special Services District for their series of free, family-oriented events.** A special contribution to **MACC Charities** is also made possible by the efforts of **hardworking volunteer from MACC who handle trash management for the event.**

Cruisin' on Main Street is produced by the Downtown Manchester Special Services District and made possible by the generosity of its many sponsors. *A list of Cruisin' 2010 sponsors is attached.*

For more info on Cruisin' on Main Street 2010 please visit www.cruisinonmainstreet.org or call the office of the Downtown Manchester Special Services District at (860) 645-2101.

Attchmnt.

CRUISIN' ON MAIN STREET 2010 SPONSORS

FOUNDING SPONSORS

Downtown Manchester Special Services District
Eastern Chapter Over the Hill Gang Car Club, CT
Good Time Rock 'n Roll 102.9 DRC-FM

PRESENTING SPONSOR

Taylor Rental Center Party Plus of Manchester

TELECOMMUNICATIONS SPONSOR

Cox

SHOW CAR WELCOME BAG SPONSOR

Manchester Honda

VOLUNTEER SUPPORT SPONSOR

Tires International

DRIVE THE FUTURE SPONSOR

Monaco Ford Glastonbury

DIAMOND SPONSORS

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Key Hyundai
Stafford Motor Speedway
State Farm Insurance

- Mike Esposito, Agent
- Kristian Ager, Agent

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Pop's Exhaust, LLC
PROHealth Chiropractic Center
Rockville Bank
Suburban Subaru
Trantolo & Trantolo, LLC

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Marcus Communications

Town of Manchester

CHARITABLE BENEFICIARY

MARC, Inc. of Manchester

SPECIAL CONTRIBUTION

MACC Charities