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**The Dalles Rotary  
Club**

# Press Release

## **Neon Cruise Weekend “Cruise The Gorge” 2017**

**The Dalles, OR, July 17, 2017:** The Dalles Rotary Club, The Dalles Mainstreet, Mid-Columbia Car Club, Classic Drags producer Tim Urness and Neon Cruise Party producer Randy Haines team up to present four exciting events in The Dalles. The Neon Cruise Weekend, August 11<sup>th</sup>, 12<sup>th</sup> & 13<sup>th</sup> featuring hot rods, hot wheels and rock and roll.

**Friday, August 11<sup>th</sup>. Neon Cruise:** The Dalles Mainstreet presents the popular Neon Cruise downtown The Dalles. Parking may be restricted in some blocks of 2<sup>nd</sup> street for safety and better viewing from the sidewalks. Registration 5-8, closed cruise 7-8, open cruise 8.

**Saturday, August 12<sup>th</sup> Car Show:** The Dalles Rotary Club presents the “Show In The Shade” car show 9-4 Sorosis Park. See a Nascar 88 Show car and driving Simulator, a raffle to support local college scholarships, a number of food choices and of course, hot rods.

**Saturday, August 12<sup>th</sup> Concert:** Bud Light presents the FREE, 21 & over Neon Cruise Party 6-11, Lewis & Clark Festival Park downtown. 60’s band, The Sceptre Brothers, Rock band Carrell, Buehner, Cook & Kendall and all Veterans band, Got Your Six.

**Sunday, August 13<sup>th</sup> Drag Races:** CH Urness Motors presents The Classic Drags 10-4, Col. Gorge Regional Airport, Dallesport. Open to all racers (cars & bikes) Admission \$10 a car load.

*Sunday, August 13<sup>th</sup>, “Cruise The Gorge” heads to the Dufur Car Show at Hyde Park, 10-3.*

Event information: [midcolumbiacarclub.org](http://midcolumbiacarclub.org)

Event Contacts:

|                     |                       |                          |
|---------------------|-----------------------|--------------------------|
| Neon Cruise:        | 541.370.2849 Jeremiah | (The Dalles Mainstreet)  |
| Show In The Shade:  | 541.399.7880 Mary     | (The Dalles Rotary Club) |
| Neon Cruise Party:  | 541.993.3198 Randy    | (Bicoastal Media)        |
| Classic Drag Races: | 541.288.6018 Tim      | (CH Urness Motors)       |

