

News

Hot Cars Cool Beaches Art Exhibit Cruises into St. Joseph, Michigan

Contact: Susan Solon, Community Development Director (269) 985-0349

Date: May 11, 2007

Release Date: Immediate

“Hot Cars Cool Beaches” Art Exhibit Cruises into St. Joseph, Mich., May 25–October 1, 2007

City Unveils Bumper-to-Bumper Fun at Public Event, May 18, 2007

(St. Joseph, Mich.) The City of St. Joseph will unveil its latest outdoor art exhibit, “Hot Cars Cool Beaches” during a free, public event, Friday, May 18, 2007, 5-8 p.m., at the city’s John and Dede Howard Ice Arena. It’s a chance to get a sneak peek at the 21 cars and 9 trucks before they are displayed on downtown streets from Memorial Weekend until October 1, 2007. At 7 p.m. the St. Joseph Today “Hot Cars Cool Beaches” Free Car Giveaway drawing will take place and one lucky winner will drive home a 2007 Honda Civic from Schroeder Motor Mall. Local vendors will offer food and “Hot Cars Cool Beaches” shirts throughout the evening. “This event is all about kids, so bring your family and camera,” said Community Development Director Susan Solon. “Many of the kiddie cars are designed so children can climb in them for pictures. It’s our most interactive art exhibit in four years.”

More than 50 regional artists designed the vehicles that sport names such as “Driving Miss Dazey,” “Re-Tire-Ment,” “Toy Truck” and “Horse Power.” All 30 vehicles can be seen on a walking tour of this Victorian-era beach town that boasts one of *Parents* magazine’s “10 Best Family Beaches in the U.S.” and a picturesque lighthouse that celebrates its 100th year in 2007. Downtown St. Joseph overlooks Lake Michigan and offers blocks of specialty shops, eclectic restaurants, art galleries, museums and hotels. Located only 90 minutes by car from Chicago and less than four hours from Detroit and Indianapolis, the City’s events calendar is bumper-to-bumper with family activities throughout the summer and fall.

The “Hot Cars Cool Beaches” art exhibit is sponsored by Schroeder Motor Mall, Benton Harbor, Mich.; St. Joseph Today; LeRoy's Body Shop, Benton Harbor; and Anchor Signs, Benton Harbor. A free guide to the “Hot Cars Cool Beaches” art exhibit, plus information about the Free Car Giveaway, other events and points of interest, are available from the St. Joseph Today Welcome Center (corner of Ship and State Streets) or by visiting www.hotcarscoolbeaches.com. To learn more about the event, call 269-985-1111.

-30-

EDITOR: Hot Cars Cool Beaches Public Unveiling

Friday, May 18, 2007

5-8 p.m. showcase 21 cars and 9 trucks created by more than 50 artists

7 p.m. “Hot Cars Cool Beaches” Free Car Giveaway Drawing

John and Dede Howard Ice Arena

2414 Willa Drive

St. Joseph, Mich.

Admission: Free

Hot dogs, popcorn, candy apples, ice cream and “Hot Cars Cool Beaches” shirts will be available from vendors.

For photos, visit: www.hotcarscoolbeaches.com

Contact: Susan Solon, Community Development Director, 269-985-0349