



DR. DEIRDRE WATERMAN
MAYOR
CITY OF PONTIAC

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Woodward Dream Cruise

(Pontiac, MI) -- Once again, Pontiac is putting its best high-performance wheels in alignment for this year's Woodward Dream Cruise. For the week leading up to the annual classic car fun and on Cruise day itself, Saturday, August 17, Pontiac will host a super-charged line-up of activities for families and car enthusiasts alike. Thanks again to major sponsors like Soaring Eagle Casino & Resort; Flagstar Bank, St. Joseph Mercy Oakland, Williams International, McLaren Oakland and more. **Pontiac Power Week (PPW)** will carry on into September when Mayor Deirdre Waterman hosts the **Pontiac Music Festival**, presented by Soaring Eagle Casino & Resort at the Flagstar Strand Theatre on Friday, September 27, and Saturday, September 28, with headliners sure to fill the house.

"Pontiac is an iconic location for Cruisers — we are at the apex of the Woodward loop and we have a storied automotive history," comments Mayor Waterman. "With the support of our sponsors, local businesses, and residents, we program PPW with elements that remind anyone and everyone who drives or rides in a car — classic or otherwise — that we are a great place to pull in and visit this and every other day of the year."

The kick-off event again this year is **Roadkill Powered by Dodge** on Saturday, August 10. The competition race strip will be built on southbound Woodward Avenue between Rapid Street and South Boulevard, adjacent to the M-1 Concourse. Roadkill brings millions of dollars of international media attention to Pontiac every year and an earful of fun for both residents and drag race aficionados. This is a ticketed event and Pontiac residents pay a reduced entry fee of only \$5. The next day, Sunday, August 11, the annual **Car Show in the Park** returns to Oakland Park.

For the first time in 15 years, Saginaw, the main drag through Pontiac, will be open in both directions on Friday, August 16. The downtown will rev up as the **Pontiac Pit Stop** — a place to

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park, walk, enjoy a nosh and nip, then resume cruising at leisure. The Pit Stop will be a terrific way to savor the best the City has to offer on the eve of the Cruise. Pontiac's finest establishments are offering Pontiac Power Week/Dream Cruise specials Friday night – look for the black-and-white checkered flags hanging outside participating businesses.

Saturday, August 17, the official Woodward Dream Cruise day, will be full of family fun. In downtown, **The Pontiac Classic Car Festival** will feature the Pontiac Classic Car Show, presented by Williams International, on both Pike and Saginaw Streets. Food trucks and inflatables will also be in the City Square lot in the northwest corner of Saginaw and Pike Streets for family fun at reasonable prices. Admission to the Festival is free.

Early Saturday evening, Pontiac's Hidden Park (just off the City's main drag – Saginaw Street) will host the first **Hidden River Party in the Park**. Starting at 5pm and dancing through the evening until sunset, this high-tech music experience features battling DJs vying for each participant's attention through available headsets rented onsite. For more information, go to: geri.dnaproductions@yahoo.com

Oakland County's only jet engine manufacturer, Williams International, is proud to be a major sponsor of this year's **Pontiac Power Week Classic Car Show** as it returns to downtown Pontiac Saturday, August 17th in conjunction with the 24th Annual Woodward Dream Cruise. Thanks to sponsors like Williams, downtown Pontiac will host family fun, good food, and an endless wave of amazing automobiles. Williams International welcomes the public to visit the corner of Woodward Avenue and North Saginaw Street just a few walkable blocks from downtown where Williams will showcase its history of turbine powered cars and personal flying machines. Williams also will give away gifts and treats to say "thank you" for the warm welcome Williams has received from the community. The event will begin at 10 AM and go until 5 PM.

Other related paid events surrounding PPW include: The Flagstar Strand Theatre will host a **BB King Blues Show and Bourbon Tasting** on Thursday, August 15. Tickets are available at FlagstarStrand.com. On the same evening, the Pontiac Transportation Museum will host the **Pontiac Drive-in** at the Marriott Centerpointe, from 5pm to 8pm. Search Pontiac Drive-in for more details and pricing. On Saturday, August 17, the Flagstar Strand will be open for tours and host a DJ in Charlene's, its full-service cocktail lounge.

Mayor Waterman will wrap the excitement of PPW by hosting the **Pontiac Music Festival**, presented by Soaring Eagle Casino & Resort, in September. In response to the overwhelmingly positive reception this event has received in years past, the Music Festival has been expanded to **two nights** — Friday, September 27, and Saturday, September 28. Friday will feature the timeless Ohio Players followed by the ever-smooth Cameo. Saturday will be red-hot with Eric Benet and Raheem DeVaughn taking the stage. As has been done since the Festival's inception, the Mayor will distribute complimentary tickets for each concert to Pontiac residents between now and the concert dates. The public will be able to buy both VIP and general admission tickets for each concert. Watch for more information at FlagstarStrand.com.

Pontiac Power Week and the Pontiac Music Festival are supported by the following event sponsors; Advanced Disposal, Alfred Benesch, Acme Auto Parts, Auch Construction, Flagstar

Bank, Giarmarco, Mullins & Horton, P. C.; Hubbell, Roth & Clark, M-1 Concourse, McLaren Oakland, Peninsula Plastics, Soaring Eagle Casino & Resort, St. Joseph Mercy Oakland, and Williams International.

For more information on Pontiac Power Week, its sponsors, and its programming, please contact: Tamura Veasy at 248-758-3323 or James Johnson at 248-758-3039.