

Holly Wood

From: LeMay - AMERICA'S CAR MUSEUM <holly.wood@lemaymuseum.org>
Sent: Tuesday, October 18, 2011 10:01 AM
To: Carrie Barker
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ACM eNewsletter

October 18, 2011

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Hard Hat & High Heels Gala: America's Car Museum Gives Sneak Peek to 650 Guests

*Museum's preview party includes dinner,
entertainment, auction and fun!*

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America's Car Museum (ACM) opened its doors Saturday, September 24th during a one-night-only soiree for 650-plus partygoers at the "Hard Hat & High Heels" fundraiser, the first event at the brand-

new nine-acre Museum campus.

Set to hold its grand opening on June 2, 2012, ACM gave the sold-out crowd of members, benefactors and board members -- all of whom were encouraged to wear 'construction chic' attire -- a first look



inside the four-level, 165,000-square-foot facility, which will be filled with up to 500 cars, exhibits and more between now and the grand opening.



"The reaction has been tremendous and gratifying for our team, which has been working for years to get to this point," said David Madeira, president and CEO of ACM. "We still have a lot of

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hard work to do in the next nine months, but this was an important milestone because it signifies 'we're open for business--NOW.' Even though the grand opening is next year, the Museum is ready to host meetings, conventions, parties and other event rentals. We already have events scheduled for next month and into 2014!"

Madeira announced to the crowd that the Museum will soon have its Certificate of Occupancy from the City of Tacoma. JTM Construction of Seattle is nearly finished with the final phase of the



building's construction, which will pave the way for the installation of the Museum's interior elements and exhibitry. He also shared the news that ACM has partnered with the Kirkland Concours, taking over production of one of the foremost classic car events in the nation. [The 2012 Kirkland Concours will be held on ACM's 3.5-acre show field, September 9, 2012.](#)

The Hard Hat & High Heels event included a reception and dinner, plus silent and live auctions. Guests took tours inside the facility, which showcased some of ACM's automobiles, including a 1927 LaSalle 303 Roadster (named "guest of honor" for the preview party), and the Museum's most recent acquisition, a 1965 Lotus 35 Formula 1 race car by ACM board member (and Tacoma native) John Dimmer and his wife Marilyn.

The Dimmers were among the party guests, as were Bill and Gail Weyerhaeuser, John and Sally Barline, Jamie and Sally Will, Tom and Ann-Marie Hedges, Karl and Christine Anderson,



Paul and Gloria Miller and Corry and Donna McFarland. The evening was emceed by television personality Rob



Weller of Entertainment Tonight fame.

The auction, with approximately 130 items, raised more than \$550,000 for the Museum!



"Hard Hat & High Heels" is part of ACM's ongoing \$12 million "Race to the Finish" campaign, a two-year drive designed to generate funds for operational support as the Museum prepares to

open next year. Funds raised will support collection preparation, exhibit development, educational programming, student internships, library acquisitions and archive development.

Photos from the event can be viewed on the following websites:

- [Facebook](#)
- [Flickr](#)
- [Team Photogenic](#)

Check out what media had to say about the event:

- [Spotlight Seattle](#)
- [Haute Living](#)
- [Seattle Weekly](#)
- [Tacoma Weekly](#)
- [Same Day - USA](#)
- [Tacoma.com](#)

We Couldn't Have Done it Without Our Volunteers!

Thirty-five volunteers worked tirelessly before, during and after the gala. They contributed in many ways, including detailing and moving vehicles, selling silent auction items, helping with registration, auctioneer spotting and even manning the cigar tent! All this was accomplished on a super-tight schedule and working around the construction crews to get it ready for the party. ACM has an amazing array of talents among its volunteer base, who met all challenges with innovative ideas and great attitudes. Their flexibility and dedication was very much a part of making the event a success.



THANK YOU!

There will be another gala next year for those who weren't able to make the event, and many more events to come. [Visit the website](#) regularly for upcoming events and more information.

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