



AMERICA'S CAR MUSEUM®

## **LeMay – America's Car Museum Kicks Off Year of Concerts, Automotive Shows and Festive Gala**

*New 'Drive the Blues Away' is the first of five 2015 'Signature Events' at the Museum*

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TACOMA, Wash. (Feb. 2, 2015) – There's a misconception that museums are stuffy, static displays of relics of bygone eras. America's Car Museum (ACM), the largest automotive museum in North America, faithfully puts those notions to rest with its "Take a Spin" ride-alongs in vintage cars, lecture series and long list of education initiatives for children and adults.

The Museum also lets loose with its five Signature Events, which *USA Today* describes as atmospheres "oozing with innovation and indulgence."

The first on ACM's calendar is "Drive the Blues Away," a new music event on February 7. It features the Gibson Test Drive Experience in which guests will have the opportunity to see the guitar-maker's model lineup, including a 1-of-50-made Les Paul electric guitar commissioned for the 50<sup>th</sup> anniversary of the Chevrolet Corvette. The night will also include live music acts and tastings from Pacific Grill and local breweries and distilleries.

"Cars and guitars go hand-in-hand, so creating this event was an obvious choice for us," said David Madeira, ACM's president and CEO. "Drive the Blues Away celebrates that unique relationship music shares with mobility. We're excited to open our doors to guests for this first-time event."

More information on Drive the Blues Away can be found on ACM's website:

<http://www.lemaymuseum.org/page.php?id=681>

ACM will host four additional Signature Events throughout 2015, including:

- **Wheels & Heels Annual Gala** – June 26 – This year's theme is "Kentucky Derby: A Celebration of Horsepower." The event is ACM's largest annual fundraiser and will include live Bluegrass music, gourmet cuisine, fireworks, a silent auction and, yes, those splendiferous Kentucky Derby hats. ACM also honors the winner of the Nicola Bulgari Award, which is named after jewelry magnate and classic car collector Nicola Bulgari, and awarded annually to individuals who make outstanding contributions to preserve America's automotive heritage through education, car restoration and collecting classic cars.
- **Cars & Cigars** – August 1 – Cars & Cigars is a night of live music, local spirits and signature appetizers from co-host El Gaucho Tacoma, an upscale restaurant. The event is sponsored by Montecristo cigars, with tastings from local wineries and distilleries.
- **Vintage Motorcycle Festival** – August 22 – Known simply as "The MEET at America's Car Museum" or VMF features a concours show for more than 300 motorcycles made prior to 1990, demo rides, vendor booths, free seminars, food trucks and a 78-mile rally from ACM to Mt. Rainier and back. Last year's VMF was the largest yet, drawing more than 2,000 people to ACM's 3.5-acre show field.



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- **Pacific Northwest Concours d'Elegance** – September 13 – A gathering of more than 150 of the finest antique and collectible automobiles in the U.S., the Pacific Northwest Concours d'Elegance has grown in size and stature every year since its inception 13 years ago. Vehicle classes for the 2015 Concours include the Elegance of Rolls Royce, Supercars, Packards and “Highway Working Guys,” among others.

“ACM continues to set its focus well beyond the sights of a traditional automotive museum to expand our audience,” said Madeira. “Each year, we strive to put together world-class events, which wouldn’t be possible without our dedicated staff and volunteers.”

### **About LeMay – America’s Car Museum** ([www.lemaymuseum.org](http://www.lemaymuseum.org))

America’s Car Museum (ACM), which opened in June 2012 in Tacoma, Wash., explores how the automobile has fulfilled a distinctive role at the core of the American experience and shaped our society. Named the 2014 Best Museum in Western Washington, the four-level, 165,000-sq.-ft. museum features 12 rotating exhibits and is designed to be the centerpiece for automotive history as well as an educational center. More of a destination than just a museum, ACM offers a majestic view above the Foss Waterway and is located adjacent to the Tacoma Dome. Its campus contains a 3.5-acre show field, theatre, café, banquet hall and meeting facilities. For more information on Museum hours, becoming an ACM member, volunteer opportunities or to make a donation, visit [www.lemaymuseum.org](http://www.lemaymuseum.org).

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