



Opportunity Detroit to Welcome The Drive Home Cross-Country Road Trip Caravan to the Motor City

New sponsor of The Drive Home to host media event and celebration Friday, January 8th in downtown Detroit's Cadillac Square

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TACOMA, Wash. (December 28, 2015) – Detroit is the Motor City – so it's only fitting that The Drive Home, a 13-day and 2,400-mile vintage car journey organized by America's Car Museum, will end with a media event and celebration in the nation's automotive capital just in time for the start of the North American International Auto Show. Many enthusiasts and fans were eager to participate in the event, and Opportunity Detroit is the latest sponsor to join the ride.

On Friday, January 8, three striking red vintage cars will roll down Woodward Avenue to complete the journey, pulling into Detroit's Cadillac Square for a media event and celebration sponsored by Opportunity Detroit. The cars include a 1957 Chevrolet Nomad, a 1961 Chrysler 33G and a 1966 Mustang.

“The auto show is always one of the most exhilarating times in the city, and The Drive Home is a perfect event to serve as a catalyst for exciting times to come,” said Lisa Dancsok, vice president of Rock Ventures and a partner of Opportunity Detroit. “We look forward to continuing to charge the momentum Detroit is gaining while celebrating another year of automotive innovation with a few of the coolest-looking and innovative cars of our city's past.”

Opportunity Detroit is a partnership between several downtown Detroit businesses, the Detroit Regional Chamber and dozens of civic and philanthropic organizations in the city to promote Detroit as a great place to live, work and play. The Drive Home is the latest one-of-a-kind event Opportunity Detroit is committed to bringing to Detroit.

“We're looking forward to celebrating the end of The Drive Home and kick-starting the auto show festivities with Opportunity Detroit,” said David Madeira, CEO of ACM. “We appreciate their contribution to making this road rally a success.”

About Opportunity Detroit

The mission of Opportunity Detroit is to showcase Detroit's exciting present and promising future by creating an urban environment that attracts businesses, residents and visitors. Detroit's urban core is bursting with new businesses providing a plethora of opportunities for professionals to work downtown in a fast-paced environment that inspires productivity and growth. Come spend a little time in Detroit and you'll discover how easy it is to find good eats, good entertainment and good time. Downtown Detroit is home to the Tigers, the Lions, the Red Wings and three lively casinos. The vibrant streetscape offers more than 125 restaurants, bars, hotels, theater venues, and a growing array of retail shops. The forthcoming M-1 light rail will further drive commercial growth along the Woodward Avenue district, with Campus Martius and Cadillac Square providing year-round attractions and activities. Don't take our word for it, visit our web site to see what others around the world are saying at www.opportunitydetroit.com.



About The Drive Home (americascarmuseum.org/TheDriveHome)

The Drive Home, a 2,400-mile road trip from Tacoma, Wash. to Detroit, Mich., celebrates an era when the “Motor City” was the automotive center of the world. America’s Car Museum (ACM) is touring the country in three stunning red vintage cars from the “Big 3” U.S. manufacturers: a 1957 Chevrolet Nomad, a 1961 Chrysler 300G and a 1966 Mustang. From December 27 to January 8, ACM will take on snow and ice during the 13-day pilgrimage back to the cars’ place of origin, making pit stops for auto-themed events and rallies along the way.

Destinations along The Drive Home include Tacoma, Wash.; Portland and Bend, Ore.; Boise, Idaho; Salt Lake City, Utah; Grand Junction and Lakewood, Colo.; Hays, Kan.; Kansas City and St. Louis, Mo.; Bloomington and Chicago, Ill.; and a final celebration in Detroit in conjunction with the North American International Auto Show (NAIAS). Sponsors for The Drive Home include NAIAS, Opportunity Detroit, State Farm, Coker Tire, Hagerty, Michelin, Plycar, and Shell.

About LeMay – America’s Car Museum (americascarmuseum.org)

America’s Car Museum (ACM) – one of *USA Today’s* 10 Best Museums in Seattle and KING5’s 2015 Best Museum in Western Washington – is an international destination for families and auto enthusiasts to celebrate America’s love affair with the automobile and how it shaped our society. The stunning, four-level, 165,000-sq.-ft. Tacoma, Wash., facility features 12 rotating exhibits, five annual Signature Events and serves as an educational center, hosting students of all ages. For more information on ACM, visit americascarmuseum.org.

