

For Immediate Release

May 22, 2017



The 25th annual Nebraska Rod and Custom Association (NRCA) 600 mile Tour Nebraska driving event will be held on June 3rd and 4th and will be in your area. This is a road TOUR of classic, antique and special interest vehicles. This unique driving event will draw considerable local interest. The Tour route this year will go near 30 towns and villages including some within your coverage area. There are many car shows and car events during the summer season, however there is no other event like Tour Nebraska. Our route changes every year as we showcase the special attractions of Nebraska to our members while bringing a classic car show to your area.

There are morning and noon stops along the way but otherwise a lawn chair along side of the road or the tail gate of a pick up will give an excellent view of the *Tour* vehicles in action. You can hear the sound of the vehicles coming 5 miles away, and, it will take 30 minutes for the *Tour* to go by. 480 vehicles have registered to participate this year in what becomes a “traveling parade” of 15 miles or more. With drivers and passengers near 1,000 people will participate. Pre-tour arrangements have been made at scheduled stops and as much as possible we utilize local law enforcement to help prevent congestion. The estimated value of the vehicles our members will be driving is \$7.2 million. From our first Tour in 1993 we have decorated our vehicles with small American flags –patriotism is still very much alive with our members. Our previous tours have covered over 14,000 miles of roads in Nebraska promoting not only our association but also the many wonders of Nebraska to our members

The goal of the 1,850 members of the Nebraska Rod and Custom Association is to protect the rights of special interest vehicle owners who enjoy driving them on the streets and highways of Nebraska. This is a goodwill Tour and our members look forward to meeting the people who enjoy vintage automobiles. Participants/members come from all over Nebraska and some from surrounding states. They come for this unique weekend and for the warm welcome they get from those who appreciate the show we bring to their town. We would appreciate any promotional assistance you can provide.

We have posted our complete press release on our web site—nrca.wildapricot.org in a PDF format so you can easily print it off. That includes an itinerary for each day showing the times we will be near each community. Also you will find a map showing our actual route for each day. We would welcome the opportunity to provide interviews or assist in any way that would help you to promote our event to your audience. Please contact Gary Hedman at 402-845-2975 (home) or 308-390-0662 (cell), or you may contact Lin Hoskins at 402-984-4272 (cell)