

# MOTOR CITY MUSCLE®

THE ROCK-N-MUSCLE CAR FESTIVAL™

FOR IMMEDIATE RELEASE:

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**MOTOR CITY MUSCLE FESTIVAL TO FEATURE FREE-OF-CHARGE  
HISTORIC LINEUP, MUSCLE CAR PROGRAM MUSCLETOWN™**

## IN THE SPIRIT OF ROCK-N-MUSCLE

FORCES UNITE

2018

DETROIT, USA, June 21—Motor City Muscle®—the Rock-n-Muscle Car Festival—announced its historic lineup and schedule of events with a party at the Ford Avenue Piquette Plant. On August 17-19 in Hart Plaza and Campus Martius, Motor City creativity and legendary Detroit rock will be unified in a first-of-its-kind, free-of-charge festival.


Around 100 bands have been curated to create an unprecedented Detroit experience. Featured bands include The Dead Kennedys, Warrior Soul, Reverend Horton Heat, Molly Hatchet, Sponge, Belinda Carlisle of The Go-Gos, Ace Frehley of Kiss, and Steve Augeri of Journey. There will be a special performance by visionary Detroit punk band Death, who are featured in the documentary A Band Called Death and respected by many as the world's first punk band. The full lineup is uniquely diverse—from hardcore to indie rock, from Southern to California rock, from the mainstream to the underground, from top local cover bands to tribute acts like Space Oddity—The Ultimate David Bowie Experience, the only David Bowie tribute act sanctioned by David Bowie himself. These acts have been carefully curated to celebrate the history and the future of rock in Detroit, in America, in the world.

The lineup also features all 12 winning bands of the Motor City Muscle® I – Motor-Rock Album contest, including Cadillac Kidz performing their winning anthem, “Detroit’s a Go-Go.” The Motor-Rock Album will be available for digital and vinyl purchase and will also feature a remake of “Rocket 88,” the world’s very first rock-n-roll record, as performed by renowned Detroit band Warrior Soul.

“Rocket 88” was inspired by the first muscle car, Rocket 88, and the story of the festival is the story of the intersection between the American institutions of rock music and muscle cars. Some of the coolest machines ever created will be on display in the heart of the Motor City on M-1 | Woodward Avenue in a program called MUSCLETOWN™. Muscle car owners who participate will have the opportunity to present their high performance machine in a high-profile showcase, park their eye candy while partying all weekend, and win prize packages from a jury of top industry judges. MUSCLETOWN™ participation is priced at \$150 for the weekend. If you are interested in showcasing your car as an Official Muscle Car at MUSCLETOWN™, complete the submission form at motorcitymuscle.us.

MORE





One of the greatest benefits of Motor City Muscle® being free-of-charge is that the festival is an experience of discovery. One highlight is “the underground” curated by Cary Loren, founding member of the influential band Destroy All Monsters, artist and owner of Book Beat. Underground at Hart Plaza, the area will feature 18 bands, including rare return performances by Empool, Windy & Carl, and Outrageous Cherry/Matthew Smith Group. “the underground” will also feature independent labels and record stores, a gallery of top artists, rock and muscle car book signings, films, and author presentations.

The spirit of this one-of-a-kind festival is captured in the official Motor City Muscle® poster created by Camilo, designer of the 2005/2006 Ford GT, winner of TruTV’s Motor City Masters, and the 2018 Official Motor City Muscle® Artist. The poster will be available for sale at the festival and as a special limited-edition art print prior to the event.

Please join the party to support and be a special part of this national celebration as an Official Partner, food concessionaire, vendor or volunteer. More information and forms are available at [motorcitymuscle.us](http://motorcitymuscle.us).

The Motor City Muscle® festival would not be possible without the incredible support of its outstanding Official Partners including: The Detroit Free Press | USA TODAY NETWORK | WDIV Local 4 | iHeartMedia | The Ford Piquette Avenue Plant | DMCVB | BLUMZ | Fantasee Lighting | 5 Star Catering | S+R Rentals | Tonic Events | Greko Printing | NV Rentals | RUNCO Waste | Black Sedan | Ron Rose Milagro | AV7 | Lindsey’s Linens | Hart Medical | People’s Transit | And Other Visionary Leaders.

Motor City Muscle® is a production of American Entertainment Technology.

[www.motorcitymuscle.us](http://www.motorcitymuscle.us)

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