

MOTOR CITY MUSCLE®

THE ROCK-N-MUSCLE CAR FESTIVAL™

FOR IMMEDIATE RELEASE:

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AMERICAN ICONS COMBINE FOR GIANT U.S. CELEBRATION IN THE MOTOR CITY

IN THE SPIRIT OF ROCK-N-MUSCLE,

FORCES UNITE

2018

DETROIT, USA – Motor City creativity drives the world. Detroit rock is legendary. The unification of these two American icons in a first-of-its-kind, free-of-charge festival next summer in downtown Detroit will make history and launch the party of the century in authentic Motor City style.


On the weekend of August 17th - 19th, Motor City Muscle® – the Rock-n-Muscle Car Festival – will honor a powerful creative legacy by telling the story of muscle cars and rock, the story of how the coolest car fueled the creation of the coolest music. The first muscle car, Rocket 88, inspired the very first rock-n-roll record – “Rocket 88.” Songwriter Jackie Brenston created rock music from the pure love of his new car. MCM will showcase this tale of American ingenuity in a number of historic ways including a free-of-charge, three-day rock festival, special recordings, broadcasts, Official Gear, a book, documentary and much more. This is the first major free-admission rock festival in Detroit Rock City. We say, “Bring it.”

250+ of the finest muscle cars and 100+ of the top rock bands will be presented on seven stages spanning the recognized Father of U.S. Highways – M-1 | Woodward Avenue; the city’s premier waterfront center, Hart Plaza; and award-winning Campus Martius Park. This celebration will utilize the same general site plan as the renowned Detroit International Jazz Festival, and will make the entire downtown come alive by harnessing the unmatched raw power of rock and muscle. Coincidentally, this new rock festival is being held on the same weekend as the legendary Woodstock, and MCM will pay homage to its history in memorable ways.

Motor City Muscle® is produced by American Entertainment Technology in partnership with USA TODAY NETWORK and the Detroit Free Press. Carol Marvin, Festival Executive Director & Producer, is an award-winning event veteran who, along with the rest of the core MCM production team, has spent over 20 years making good things happen in Detroit. “This is an authentic Detroit party thrown by hardcore Detroiters whose love and incredible talents have produced top results for over two decades in our beautiful city,” Marvin says. “This is old-school, high performance Detroit for badasses who have rock and cars in their DNA.”

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The Detroit Metropolitan Visitors & Convention Bureau helped inspire Marvin to create Motor City Muscle®. DMCVB COO, Mike O'Callaghan, had witnessed Marvin's previous successes and wanted to know if she had anything else up her sleeve to once again generate tens of millions in revenue for the city. "For us, this event showcases our belief that for Detroit – It's Go Time. We applaud Carol for creating big events of this nature that bring visitors and positive attention to a world class city like ours," says O'Callaghan. "Motor City Muscle is that event that will celebrate our heritage – its music and automobile. The best of Detroit, all in one weekend for the world to enjoy."

Up the road 8 miles on M-1, the annual Woodward Dream Cruise, the world's largest one-day car event, will be held on August 18th – the midpoint of the festival. Motor City Muscle® will complement this excellent tradition by finally shining a major auto spotlight on Detroit proper during this special time. Detroit Mayor Mike Duggan voices his excitement: "If there are two things that people from around the world think when they think of Detroit, it's cars and music. Motor City Muscle promises to be a signature event for our city, one that Detroiters can be proud of and people everywhere will want to experience. I appreciate the many sponsors who have pledged their support for making this event a great success for our city."

The gift of Motor City Muscle® would not be possible without the exceptional Founding Partnership of USA TODAY NETWORK and the Detroit Free Press. This powerful collaboration is engineering an event that will be unprecedented in several influential ways, creating a truly original American celebration. "We're excited, through our partnership in Motor City Muscle®, to continue to play a part in the amazing economic and cultural renaissance of our great city," says Brian Priester, president of the Detroit Free Press and president of Michigan.com.

"We look to surface and amplify the best of the communities we are a part of," says Andy Yost, chief marketing officer of USA TODAY NETWORK, "and no doubt muscle cars and music reflect the unique personality of Detroit."

Motor City Muscle® will launch with the greatest bands and fans right by our side from the start. Together, we are producing The Motor City Muscle® I – Motor-Rock Album that will feature The Motor City Muscle® – Motor-Rock Anthem Contest winners. This contest is a rock song composition competition that will award special status to up to ten original songs about Detroit and its cars. A rock anthem fuels celebration in every respect, and we want the best and brightest to ignite the party they were born to throw. Bands can submit their work by visiting the festival website for more information. Fans can support this historic LP's production and gain one of its first copies as well as exclusive, limited edition Official MCM Gear by becoming a supporter of the Motor City Muscle® - Motor-Rock Album Kickstarter as a Project Backer. Help celebrate Detroit as the rock and car capital of the world, and make history while you're at it.

Camilo, designer of the 2005/2006 Ford GT, Detroit artist & winner of Tru TV's – Motor City Masters, will be the 2018 Official Motor City Muscle® Artist and creator of its inaugural, commemorative poster, which will be released in early 2018. Camilo says, "Mixing guitars and cars will reach the speed of sound."

The complete Motor City Muscle® festival program, entertainment and event schedule will be announced in the spring of 2018. To join the party and make history as an Official Partner, Band, Muscle Car, Special Activity, Exhibitor, Concessionaire, Vendor, Volunteer or in any other way, please visit Motor City Muscle® at www.motorcitymuscle.us.

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