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Cherry's Jubilee : Coolest MotorSport Festival On California's Central Coast

Passport to Cherry's Kicks Off Cherry's Jubilee Weekend Activities

Oldtown Salinas is once again "gearing up" to host the 10th Annual Passport to Cherry's event on Wednesday, September 23rd from 5-8pm! Last year was a spectacular showing of classic cars, rumbling motorcycles, live music, great food and family fun. This year, "Passports" are \$20 for adults and \$5 for children and provide Passport-holders the opportunity to sample delicious food and drink from participating restaurants throughout Oldtown Salinas. While munching on goodies, visitors will also enjoy an array of classic cars, a motorcycle show-n-shine, Kid's Zone activities, and live street entertainment including over 5 local bands.



While the street activities are free and open to the public, everyone is encouraged to purchase their Passports to take advantage of food and drink samples. Tickets can be purchased online at www.oldtownsalinas.com, at various restaurants in Oldtown, and at Rabobank, 301 Main Street. All car and motorcycle participants can purchase tickets for a reduced price of \$15 by calling the Oldtown Salinas Association at 758-0725. Details on the evening's activities, including participating restaurants and menus, parking information, and attractions can be viewed on the website as well.

Cherry's Cars Take Over Cannery Row on Saturday Night!

Cannery Row is Destination Fun on Saturday Night! Starting at 4pm, Cherry's cars can pull onto Cannery Row from Drake to David Avenue and find a parking spot for the best show and shine around; Cherry's cars may also park at no charge in the El Torito parking lot. Supplemental parking will also be available on Wave Street from McClellan to Prescott. With food, fun, music and cars on the evening's agenda, "Restaurant Row" has something for every car lover. Enjoy casual to fine dining at Archie's American Diner at the American Tin Cannery, Bubba Gump Shrimp Co., The C restaurant + bar, Chart

House, The Duck Club, El Mariachi, The Fish Hopper, Louie Linguini's, Paradiso Trattoria, The Sardine Factory, Schooners Bistro on the Bay, Whaling Station and Willy's Smokehouse.

The pubs and clubs are rockin' with live music—be sure to check out Bullwacker's, Blue Fin Café & Billiards, Sly McFly's and the new Jack's on the Bay at the American Tin Cannery!



Sock Hop Revived

Saturday Night from 7:00 pm-9:30 pm the newly revived Sock Hop will be held at Blue Fin Café & Billiards on Cannery Row. Cherry's participants will enjoy music and dancing to the oldies. Cherry's Jubilee on Cannery Row, see you there! Visit www.canneryrow.com. Sock Hop is exclusive to Cherry's participants and sponsors only.

Show n' Shine & Cruise In Old Monterey

Cherry's participants will be spending Friday in Old Monterey. Starting with the Show 'n Shine on Alvarado Street and in the Wharf Waterfront lot at 8:00 a. m. and ending with the Old Town Monterey Cruise starting at 5:00 p. m. Old Town Monterey all day and all evening on Friday

Go to www.cherrysjubilee.org

Have you been on the Cherry's website www.cherrysjubilee.org yet? It is a one stop location for up to date information about Cherry's



Escape The Hot Weather

Typically the September weather is the best weather on the

Monterey Peninsula. Regulars for Cherry's are very familiar with the beautiful weather on the Monterey Peninsula but if you are a newcomer this is what you can expect. The Monterey Peninsula boasts a moderate, temperate weather pattern. The autumn weather is usually clear and sunny with temperatures in the 70's. The area's climate and lifestyle encourages comfortable light-to-medium weight clothing. When the sun goes down those jackets and sweatshirts are going to very much needed. Come and enjoy.

Register Early

Early registration has been fast paced. Don't miss your chance to be a part of a great car show with many new events this year. Cherry's Jubilee will definitely be the car show and festival to attend in 2009. September is a very busy time on the Monterey Peninsula so makes your reservations before it fills up.



Survey Results: You Talked and We Listened

According to Charlie Sammut, Chair Cherry's Jubilee Board an important goal of the Cherry's Jubilee Team is to make our MotorSports Festival as enjoyable and rewarding to our participants as possible. We are always extremely receptive to suggestions and recommendations that are offered by participants. We are also always willing to make changes to our program if the change is within the scope of our ability and if we feel it is what the majority of our participants want.

To achieve that goal, after our 2008 event, we sent our participants a questionnaire survey to solicit their input on several suggestions and recommendations we've received over the years and to explain our reasoning/restrictions regarding subjects we are often questioned about. Examples of this survey included our city and state restrictions on cruise routes, hours, parking positions and street closures as well as questions regarding what you would prefer to receive as gifts and enjoy for entertainment in years to come. We wanted our decision to reflect your wants and needs so we could continue making this show the best it can be for our participants.

We thank the overwhelming number of participants who responded to our survey. We hope you will recognize and enjoy the results of your recommendations in our 2009 program. Our decisions to change certain things were based on answers to our survey questions that saw a consensus of 75% or better. So in short, you helped us choose your gift and your entertainment, and hopefully, we helped you understand the reasoning behind the few shortcomings of the show

that are beyond our control.

We look forward to a positive response to the changes we've all helped make to the 2009 program as well as to your response to those changes. We will continue to solicit and accept your input which will enable us to fine tune our festival more and more as move forward.



Hot Laps Will "Light Up" The Track

"Hot Laps" participants are given the thrills of riding in a Porsche driven by a seasoned driver on the famous Laguna Seca track. Hot Laps are on Saturday only starting at 9:00 a.m. All of the cars are safety equipped and tested for track driving and the drivers are certified.

Make Your Lodging Reservations

September can be a very busy tourist month on the Monterey Peninsula. You may want to make your lodging reservations now. We recommend Intercontinental The Clement Monterey located over the waters of Monterey Bay: on line reservations <http://tinyurl.com/Cherrys-Jubilee-2009> or 1-800-424-6835; Laurel Inn Motor & Conference Center, Salinas 831-449-2474; Hyatt Regency Monterey 831-657-6600. When calling our preferred hotels ask for the Cherry's Jubilee Rate. The best location in the area if you prefer camping is the Laguna Seca Recreation Area. Part of the County of Monterey Department of Parks, the Laguna Seca camp offers utility sites and tent sites. For reservations call toll free 888-588-2267 or local calls 831-755-4899. Next to the Laguna Seca Raceway complex, it is the closest overnight accommodations to the Cherry's action and the views are breathtaking.



Most Beautiful Venues On Earth

If you are going to a car show why not go to one with the most beautiful venues on earth – the Monterey Peninsula. The venues are in Old Town Monterey, Wharf Waterfront Parking Lot, Cannery Row, Old town Salinas and the famous Mazda Laguna Seca Raceway. You can't find that kind of combination of venues at any other car show.

Want to be involved with the best MotorSports Festival on the Central Coast? Volunteer. Call 831-759-1836 or visit www.cherrysjubilee.org