



Vol. 17 No. 2 \* SVMH Foundation \* P. O. Box 4760 \* Salinas, CA 93912 \* (831)759-1836 September 2009

## Clock's Ticking - Register Now For A Great Weekend For A Great Cause

### Sock Hop Is The Place To Be Saturday Night

The Blue Fin Café & Billiards on Cannery Row across from the Clock Tower will host the newly revived Sock Hop on their second story level overlooking the car Show 'n Shine. There will be photos of cars taken during the day flashing on screens in the area dedicated to Cherry's participants. There will be a DJ playing the oldies for you to dance to from 7:00 pm-9:30 pm. The newly revived Sock Hop at Blue Fin Café & Billiards at Cherry's Jubilee on Cannery Row, see you there!



### Eighth Annual Nostalgic Nights Cruise In Party

Otis Auto Sales welcomes all to the 8th annual Nostalgic nights Show & Shine Official VIP kick off party for Cherry's Jubilee. This party will be held on Thursday September 24th from 9am until 9pm on the corner of Figueroa and Del Monte Avenue, adjacent to the Official Registration. This year will be bigger and better. There will be plenty of food and vendors, including a DJ spinning those Oldies but Goodies that will have you singing and dancing in the street (parking lot). Don't forget the HUGE raffle with all proceeds donated directly to Salinas Valley Memorial Hospital. Trophies will be given in 12 categories including best of show. Get your cars waxed, shined, and ready to show. We hope to see you there!!! If you are interested in being more involved or willing to donate to this event please contact Otis Stevenson 831-601-2375 by e-mail otisstev@aol.com.

### Sound Competition - New Event

New this year is the Car Audio Specialists at Mobile Audio & Cellular from Salinas, CA. They are going to be judging the sound competition which consists of two awards. The first is a Sound Excellence Award which awards the vehicle with the best sound stage, sound quality, and realism. The second, Installation Excellence Award, evaluates the installation techniques, creativity, and installation procedures. This promises to be an exciting addition to the event roster. For more information please contact Ruben Soto at Mobile Audio & Cellular. 831-424-0711 or email at [mobileaudiocellular@yahoo.com](mailto:mobileaudiocellular@yahoo.com). [www.mobileaudioca.com](http://www.mobileaudioca.com)



### Wednesday's Passport to Cherry's Promises to Live up to Last Year's Success

With 9 years of planning, perfecting and commitment under their belts, the Oldtown Salinas Association is pleased that this year's 10<sup>th</sup> Annual Passport to Cherry's event will build on last year's banner success to provide the community with another great afternoon of great food, classic cars, rumbling motorcycles, live music, 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 show cars, a motorcycle show-n-shine, Kid's Zone activities, and live street entertainment. 3 local bands including the Chicano All Stars, The Money Band, and Low Budget. The DJ Booth will also be spinning Golden Oldies on the 300 block.

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](http://www.oldtownsalinas.com), at participating restaurants, 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.



### Show n' Shine & Cruise in Old Monterey

Cherry's participants will be spending Friday in Old Monterey. The day will start with the Show 'n Shine on Alvarado Street and in the Wharf Waterfront Parking 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.

### 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! [www.canneryrow.com](http://www.canneryrow.com)

## Car Motorcycle Poker Run

All participants are invited to see the beautiful and historical Monterey County area by participating in our annual Poker Run on Friday morning. Participants can start as early as 8am but you must draw your first card no later than 1pm. That means that you should have your fifth and final card (and hopefully the \$500 winning hand, or \$300 second place hand or \$200 third place hand) turned into registration no later than 4pm. As always, you'll have an opportunity to tour some of the most scenic locations that the famed Monterey Peninsula has to offer as well as some of our more scenic inland landscapes. Poker run stops are located at local businesses that support our festival as well as have a special little something to offer our participants along the way. Poker run maps will be available at registration on the Wharf. So please join us and enjoy the sights and sounds (and sometimes, the tastes) of Monterey County ~ and GOOD LUCK.



## Cherry Picks

One of the highlights of a car event is the possibility of having your car selected for an award. Knowing that someone recognized and appreciated your hard work means a lot to most participants. Cherry's award winners are chosen by the leaders of several local Monterey County Car Clubs and are based solely on the individual judge's tastes and opinions. Merchant Awards are awarded by the merchants themselves and can be awarded to any car for any reason they choose. We ask that all participants recognize, in the spirit of fundraising, that more merchant awards reflect a more rewarding and successful event for the hospital making them a win/win for all involved. We hope you'll agree. Winners for the 60 Cherry's Awards as well as the 250+ Merchant Awards at the 2009 Cherry's Jubilee MotorSports Festival will be selected from cars present in the Laguna Seca paddock area between 9 a. m. Sat Sept 26th and 11a.m. Sunday Sept. 27<sup>th</sup>. Awards will be presented at our awards ceremony Sunday - 12:30 p.m. at the stage next to the food court and sports bar. Participants must be present at that time to receive their award. So please keep watching for a winning sticker to appear on the headlight or windshield of your vehicle inviting you to join us Sunday to receive your award.

## Add Laguna Seca To Your Bragging Rights

Cherry's 2009 offer participants an opportunity to go where few cars and motorcycles have gone. The Mazda Laguna Seca Raceway over the years has hosted some of the fastest, newest, oldest and coolest cars and motorcycles ever. And participants in

Cherry's get to add to their bragging right by parading on the track. For example, the MotoGP, the pinnacle of international motorcycle racing, chose Mazda Laguna Seca Raceway as their venue. Car events such as the American Le Mans Series, CART Indy Cars and the Grand American Rolex Sports Car Invitational are held there. It has been described as one of the most beautiful venues in North America by racing drivers and as the Hollywood of motorcycle racing with good people, good food and a great atmosphere. Participant car parade laps will be offered on Saturday and car and motorcycle parade laps will be held on Sunday.



## Cruise Is A "Sentimental Journey"

The Friday night cruise will be a sentimental journey for most. The route will be the same as the original Cherry's cruise route down Alvarado Street - through Custom House Plaza-through the Waterfront Parking Lot- up Figueroa Street- right on Pearl Street to return to Alvarado, all in Old Town Monterey. The cruise begins at 5:00 pm on Friday evening.

## Porsches To Return For "Hot Laps"

Imagine riding in a Porsche at high speed approaching the Corkscrew Turn on the Laguna Seca track. "Hot Laps" participants experience this and other thrills of riding in a safety equipped and tested Porsche driven by a seasoned certified driver on the Laguna Seca track. "Hot Laps" will run between the hours of 9 a.m. and 11:45 a.m. and between the hours of 2:00 p.m. and 4:30 p.m. on Saturday. The cost for "Hot Laps" is thirty dollars for three laps around the track. Hot Laps is sponsored in part by KION/KCBA.



## A Motorsports Festival For A Great Cause

Cherry's Jubilee has taken on a life of its own over the past sixteen years. It is a MotorSports festival but more than that Cherry's participants enjoy camaraderie, friendship and a whole lot of fun while benefiting a charitable purpose. This year the net proceeds from Cherry's will benefit the Building Fund at Salinas Valley Memorial Hospital. When the work is finished over the next 12 to 15 months, Salinas Valley Memorial Hospital will meet all California earthquake standards through 2030. Other major changes you will see include an expanded and reconfigured Emergency Department to better serve approximately 50,000 people each year; an additional state-of-the-art operating room to accommodate our da Vinci Robotic Surgical System; a relocated main entrance and lobby; and a new location for the Gift Shop and Starbucks. A tremendous amount of volunteer time, talent and resources go into making Cherry's Jubilee a premiere event. If you have a friend that you'd like to add to the mailing list, want extra copies of the registration form for your club members or want to be a volunteer call the Salinas

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Valley Memorial Hospital Foundation Cherry's Jubilee number at (831) 759-1836.

### **Pancakes Rule**

"Throw me a pancake" is often heard at the famous Pancake Breakfast. The Sunday morning breakfast at Laguna Seca will again include the hot pancake tossed from the elevated griddles and delicious smoked ham. Two entries to the pancake breakfast will be included in your participant packet. Additional tickets may be purchased for \$10 each.

**Have you been on the Cherry's website [www.cherrysjubilee.org](http://www.cherrysjubilee.org) yet? It is a one stop location for up to date information about Cherry's.**

### **Message From Chairman Charlie Sammut**

According to Charlie Sammut, Chair Cherry' 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.

### **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 code G-JUBI. 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.

### **Official Photographer**

Cherry's Jubilee's official photographer for this year's event is Jimenez Photography. Photos of your car(s) will be taken on the Nostalgic Nights Cruise In Party on Thursday afternoon, Poker Run on Friday during the day, Alvarado Cruise on Friday night, and Laguna Seca Raceway at the Corkscrew on Saturday and Sunday. Photos will be on display and available for purchase at the Photo Tent and ready that day for pick up at Laguna Seca. Photos will also be available for purchase online at: [www.pepjimenez.com](http://www.pepjimenez.com) one week after the event.

***Want to be involved with the best MotorSports Festival on the Central Coast? Volunteer. Call 831-759-1836***