

Press Release

For Immediate Release

August 25, 2009

Contact: John Meyer, Senior Administrative Director
Salinas Valley Memorial Hospital Foundation

Phone: (831) 755-0795

Cherry's Jubilee '09 – Fun for the Whole Family While “Cruisin’ For The Cause”

Cherry's Jubilee, a premiere MotorSports Festival, will celebrate its 17th ANNIVERSARY September 23 – 27, 2009. Classic Cars are by far the largest number of participants and the foundation for Cherry's, and are joined by Sports and Special Interest Cars, Motorcycles, and Working Show Trucks. For a detailed look at all the category packages go to www.cherrysjubilee.org.

The Cherry's venues have been mixed together to create an awesome experience for this year's participants and spectators. The event will be held on Monterey's Alvarado Street, Wharf Waterfront parking lot, and Cannery Row. Events will also be held in Old Town Salinas and at the Mazda Laguna Seca Raceway. Monterey's Wharf waterfront and Cannery Row provide one of the most breathtaking locations in the world to showcase these beautiful cars. And the fun is non-stop. The Poker Run routes and venues in Old Town Monterey and Old Town Salinas have all been chosen so that participants will have an opportunity to see the best the Peninsula has to offer. Cherry's Jubilee is presented by the Salinas Valley Memorial Hospital Foundation to benefit Salinas Valley Memorial Hospital.

Cherry's 2008 pushed the sixteen year total raised for health care provided at Salinas Valley Memorial Hospital to well over \$2 million. Cherry's net proceeds this year will benefit the Building Fund. When construction is completed 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 the da Vinci Robotic Surgical System; a relocated main entrance and lobby; and a new location for the Gift Shop and Starbucks.

The planned activities will be entertaining for all ages. Motorcycles and cars are invited to cruise into the Old Town Salinas “Passport to Cherry’s” event held on the 100 - 300 block of Main Street in Old Town Salinas on Wednesday evening 5p.m. to 8p.m. Previously named “Passport to Salinas”, it is a tasting event highlighting many of the fine restaurants and businesses in Old Town. Motorcycle and car participants will be given a discount for Passport and provided a Show’n Shine area in the middle of the event. Additionally, live music will be provided in each block for your entertainment and dancing pleasure.

All car participants are invited to cruise-in on Thursday for the 8th Annual Otis Auto Sales “Nostalgic Nights”. The no host Cherry’s cruise-in party runs from 9:00 a.m. – 9:00 p.m. at Wharf Waterfront parking lot in Monterey. Participants show off their cars, listen to the DJ and get their old high school groove on.

Friday’s activities on the Monterey Peninsula will include a “Poker Run” for cars along the coast into Carmel Valley and over the “Grade” to a “Safari” stop at Wild Things on River Road, and a Show’n Shine exhibit and cruise in Old Monterey including Alvarado Street and the Wharf Waterfront Parking Lot.

Saturday and Sunday’s day activities move to the Mazda Laguna Seca Recreation Area and Raceway. (Please note that the Highway 68 entrance to Laguna Seca will be closed for Cherry’s Jubilee per the requirement of the Parks Department. The entrance will be via Canyon Del Rey to South Boundary Road.) In addition to the cars, motorcycles and working show trucks that will be on exhibit in the paddock at Laguna Seca, a food court will be anchored by the Cherry’s Sports Bar.

Cannery Row merchants will sponsor the Show N’ Shine for the car participants from 4:00 p.m. to 9:30 p.m. on Saturday. Several of the clubs on the Row will feature 50’s and 60’s music.

Don’t miss the exciting Hot Laps’ (public racetrack rides in Porsches with certified drivers) on Saturday. This experience gives riders the opportunity to see the famous Laguna Seca racetrack including the “Corkscrew” turn from the same exciting vantage point as the racecar drivers.

All of the car participants and motorcycle participants will have the opportunity to do parade laps on the track. Other activities include Manufacturers Midway, auto related and motorcycle related vendors at Laguna Seca , Sunday morning Pancake Breakfast and the all new McDonald's Kids Korner.

Admission fee for entry to Laguna Seca on Saturday and Sunday is \$10 adults; \$8 seniors (60+) and \$5 children (ages 6-12). Car, motorcycle or show trucks participant fee is \$105, which includes a package of event tickets and other commemorative items. Hot Laps are \$30. For more information go to www.cherrysjubilee.org or call the Cherry's Jubilee Hotline at (831) 759-1836.

###