

FOR IMMEDIATE RELEASE
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Cherry's Jubilee Returns to Cannery Row

A parade of pre-1973 cars cruise Monterey's most famous strip

MONTEREY, CALIF – The 19th annual Cherry's Jubilee—dubbed the biggest oldies party of the year featuring classic cars and motorcycles—returns to Cannery Row on Saturday, September 10th, 2011 for the annual Show n' Shine. Owners and fans of classic cars will converge on the Row in the afternoon, and the party will last into the night.

Starting at 5 p.m., 1973 and earlier registered 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. Cannery Row will be closed to all traffic beginning at 3 p.m. and will reopen for all Cherry's cars at 5 p.m. The street will remain open as two-way traffic for Cherry's cars throughout the event. The Row opens back up to all traffic at 10 p.m.

Car lovers can enjoy casual to fine dining at one of Cannery Row's delicious eateries, including Archie's American Diner, 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 Cannery Row Brewing Company. The pubs and clubs will be rocking with live music—be sure to check out Bullwacker's, Blue Fin Café & Billiards and Sly McFly's.

Cherry's Jubilee is a family motorsport festival that takes place September 7-11, 2011 in a number of Monterey County locations, including Cannery Row, the waterfront parking lot at Fisherman's Wharf, Old Monterey, Old Town Salinas and Laguna Seca Raceway. Cherry's Jubilee is presented by the Salinas Valley Memorial Hospital Foundation to benefit Salinas Valley Memorial Hospital. To learn more, please visit www.cherrysjubilee.org.

Cannery Row between Drake and David Streets will be closed to vehicle traffic beginning at 3 p.m., with Wave Street remaining open all day. In addition, eight conveniently located public parking areas allow visitors to drop off their cars and enjoy the car viewing and good times on foot. Visitors can view a map with parking areas marked at www.canneryrow.com.

For more information about Cherry's Jubilee on Cannery Row, please call Gina Bardoni 831-657-6485 or visit www.canneryrow.com.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.