

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 20th annual Cherry's Jubilee—dubbed the biggest oldies party of the year featuring classic cars and motorcycles—returns to Cannery Row on Saturday, September 15, 2012 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., registered Cherry's cars (1973 and earlier) can pull onto Cannery Row from Drake to David Avenue and find a parking spot for the best Show n' Shine around. Cherry's cars may also park at no charge in the El Torito parking lot. Cannery Row between Drake and David streets 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, Cannery Row Brewing Company, Chart House, El Mariachi, The Fish Hopper, Johnny Rockets, Louie Linguini's, Paradiso Trattoria, Schooners Coastal Kitchen & Bar, The Sardine Factory and Whaling Station. The pubs and clubs will be rocking with live music—be sure to check out Blue Fin Café & Billiards, Bullwacker's and Sly McFly's.

Cherry's Jubilee is a family motorsport festival that takes place September 12-16, 2012 in a number of Monterey County locations, including Cannery Row, the waterfront parking lot at Old Fisherman's Wharf, Old Monterey, Pacific Grove, 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.

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 Donangelo 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.