

FOR IMMEDIATE RELEASE

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ORGANIZATION: 28th Street Metro Cruise®

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INTERVIEWS: Scheduling NOW! We can offer some great on-site settings for live and recorded segments

METRO CRUISE ENTERS THIRD DECADE IN STYLE

(Grand Rapids, MI) With extra features at last year's 20th anniversary contributing to one of it's highest attended events ever, the Metro Cruise knew it had to keep it up this year. And they answered the call – expect seven brand new features across their five official event sites this year.

"Last year we had a noticeably higher attendance, due to some features specially added for our anniversary. We realize with a long-running event such as this, even though it's steeped in history, attendees want fresh sights and experiences" says Event Director Brandon Simmons.

"We got on a little bit of a roll, and a couple of these organizations called us, so we went with it!"

At the top of that list is the Wienermobile, making a rare 5-hour appearance at the Rogers Plaza event site. See it on their Collector Car Row on Friday only from 3 P.M. to 8 P.M.

The site will also feature the new minted Van Kampen Corner. The event site has been revamped to accommodate some pristine tractor trailers, courtesy of MC Van Kampen Trucking of Wyoming, one of which has a paint job that was \$100,000.

Another new partnership is with AllArtWorks, the official sales partner of ArtPrize, who will enhance the Cumulus Media Kid's Entertainment tent. The perennially-expanding area will host kids coloring, wooden building kits, sand art, and other crafts.

At their 3 official Pit Stop sites, there will be new features also.

A returning favorite, last performed to big crowds at the Woodland Mall event site in 2022, is the Jaws of Life demonstration. This narrated exhibition will be performed by the Grandville Fire Department at the Pit Stop at Oakestown Borgman, Saturday at 11 A.M. and 1 P.M.

Free to the first 150 kids, the Metro Cruise Pit Stop at Friendship Park will host a gelly ball course and a foam party pit, courtesy of Cascade DDA and The Haunt. The Metro Cruise Pit Stop at Oakestown Borgman, now plays host to a new Jeep scavenger hunt, and a monster truck, two mega trucks, and a race truck.

But it's not all new, the long-running crowd favorites will be back. That includes their Kids Eat Free promotion, SWAT vehicle and fire truck displays, a drift car display, the area's largest Mustang gathering, the Miss Metro Cruise Finale show, kids inflatables, live music, radio remote broadcasts by WLAV, and more.

It all kicks-off Thursday evening with Cascade's Metro Cruise Warm Up, again at the Cascade Retail Center parking at 28th Street and Cascade Road. Highlighting this event is free parking to the first 200 collector vehicles, a live band, and a special performance by six Sheriff K9 units from throughout West Michigan.

The Rogers Plaza Main Event site will operate with updated hours: Friday 2 P.M.–8 P.M. and Saturday 11 A.M.–7 P.M. This is a change from the closing time of 9 P.M. at the previous 6 event years.

The three Pit Stop sites will be operating 10 A.M. to 2 P.M., Saturday only.

General parking, admission, and all event features remain free at all official sites.

For more information and schedule of events, visit metrocruise.org. Follow them on Facebook (28thstreetmetrocrui) and Instagram (@metrocruise).

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