



FOR IMMEDIATE RELEASE:

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Cruise Down Memory Lane In Johnson City

JOHNSON CITY, Tenn.— What started out as a simple reunion for old racecar drivers in one man’s garage has evolved into an entire weekend celebration full of the music, dancing and lifestyles of decades past.

Since 1995, Cruisin’ Memory Lane, a not-for-profit organization established to _____, has been helping thousands of people relive the “good ole days” through a celebration of cars, speed, music and history.

The weekend, which takes place each year in May, includes a racers’ reunion, classic car caravan, a beach party, Dutch Maid reunion, crazy coaster car race, racing memorabilia show, art show, 5K walk and tennis tournament.

The event takes place at Freedom Hall Civic Center, located **WHERE**.

“Our goal is to preserve the memories of today and make memories for tomorrow,” said _____. **“This event allows visitors to celebrate the 1950s—a much simpler time.”**

“Cruisin’ Memory Lane is so popular because it is such a fun event for all ages. Whether you grew up in the 1950s or wish you did, this weekend spans all generations and celebrates the

history and life of our entire community,” said Brenda Whitson, executive director of the Johnson City Convention and Visitors Bureau.

Receiving a Pinnacle Award Winning Event in 2004 by the International Festivals and Events Association, Cruisin’ Memory Lane aims to generate discussion of the memories of the past and create a learning and sharing experience for the future. All those who attend are encouraged to talk, remember and reflect on those who helped make the past and those who are continuing to make the future.

In its 12th year, Cruisin Memory Lane features events throughout the weekend, such as



For more information about Cruisin’ Memory Lane events visit www.crusinmemorylane.net or call Jerry Honeycutt at (423) 257-5294.

Johnson City is located in Northeast Tennessee and is the fourth largest metropolitan city in the state. Set in a region known as America's First Frontier, Johnson City is “Where the Pioneer Spirit Began”—a historically significant and culturally rich community surrounded by an abundance of unspoiled natural beauty. Johnson City has a history, which dates back more than 200 years, and its culture embraces individual creativity and encourages innovation through expression. The area is world-renowned for its modern and traditional Appalachian and bluegrass music, art and cuisine, and outdoor recreation for the whole family throughout all four seasons.

For more information on Johnson City, please visit www.visitjohnsoncitytn.com or call (423) 461-8000 or (800) 852-3392.

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