



California Automobile Museum

Media Contact: Gina Azzarello

pr@calautomuseum.org

916-442-6802

Cell – 916-505-9262

MEDIA ADVISORY - FOR IMMEDIATE RELEASE ---April 1, 2011

CALIFORNIA AUTOMOBILE MUSEUM PRESENTS: AMERICAN MUSCLE EXHIBIT

The California Automobile Museum opens their newest rotating exhibit, **American Muscle** on April 9th, 2011.

American Muscle celebrates Detroit's 1960s glory days of speed, sound, and style, when lightweight, mid-sized cars with big engines tore up American roads. The exhibit captures the colorful history of the muscle car, from its origins (whether you believe that was in 1964, 1955, or even 1938) to its sudden demise in the economy-conscious 1970s.

The grand opening celebration for the American Muscle exhibit will include a FREE Show & Shine and contest in the Museum parking lot on April 9th from 10am until 3pm. There will be trophies and prizes for the winners (such as a 4 month membership to Anytime Fitness, Gift Cards for Gearhead Garage, Free car washes from Lion Solutions & certificates from Rockauto.com and more) in each chosen category by the judges. The exhibit grand opening will also feature: food (BBQ), vendors, a kids' area, music by 96.9 The Eagle, mobile detailing and free giveaways. Check-in for those interested in showing their car will be at 9m and car entry is free.

The exhibit will feature classic muscle cars including a 1964 Pontiac GTO, a 1970 Chevrolet Chevelle SS454, and a 1970 Plymouth Superbird, among others, and will run from April 9th through July 10th, 2011. The California Automobile Museum is located at 2200 Front Street, Sacramento, CA 95818. The museum is open 7 days a week from 10am-6pm and on third Thursdays until 9pm.

The exhibit will be open to the press on April 3rd and 4th by appointment only. To set up a sneak peak, please contact Gina at 916-442-6802 or pr@calautomuseum.org.

###