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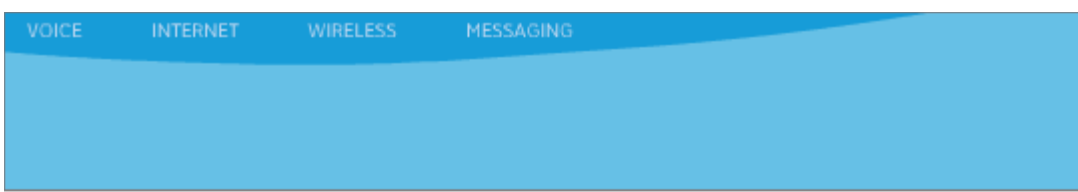
Events

July 2006

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Motor City may finally become part of the **Woodward Avenue Dream Cruise**.

When the cruise began, it spanned Ferndale, Pleasant Ridge, Berkley, Huntington Woods, Royal Oak, and Birmingham. It since has expanded northward to Pontiac, but hasn't moved south of Eight Mile Road.

Now, **Detroit Synergy**, a nonprofit dedicated to revitalizing Detroit, is planning a road tour of seven historic automotive sites along Woodward Avenue in Detroit on Aug. 19, the day of the cruise.

It's also working with the **Hard Rock Café** to present "Cars and Guitars" at Campus Martius downtown on Aug. 17 as well as another related event at the adjacent Cadillac Square if a sponsor is signed. A drive-in theater or classic car show are possibilities, said Andrea Schroeder, who is president of condominium rental agency **A Place Downtown** and heading up the Campus Martius event for Detroit Synergy.

If permits filed with the city are approved, the event will include live entertainment, food and parking space for up to 200 classic cars along Monroe and Farmer streets,

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Schroeder said. Cars will be able to register their vehicles at www.detroit synergy.org.

The event would run from 4-11 p.m. Hard Rock and Detroit Synergy are asking the city to close Monroe between Woodward and Randolph, and Farmer between Monroe and Bates.

The groups hope to finalize planning by the end of this week and to get approval from the city by the end of the month, she said.

Details of the road tour still are being finalized, but cars would check in at Palmer Park, the site of the first mile of concrete highway in the U.S. They would continue on to sites including the **Model T Automotive Heritage Complex**, which comprises the Piquette Plant, the birthplace of the Model T; and Campus Martius, where the first electric traffic light was erected.

Participants in the road tour are to receive discounts and giveaways from merchants and would be eligible for Motor City raffle items, tours of the Piquette Plant and a commemorative "Cruise in Detroit" dash plate.

The **Woodward Avenue Action Association** is providing giveaways for the events, including a map of Woodward attractions and itineraries for day trips focused on historic automotive sites and musical sites.

"I'm delighted to see that there is momentum and other events occurring along Woodward in different areas," said Heather Carmona, executive director of the Woodward Avenue Action Association, a public-private partnership that represents the 10 local governments along the 27-mile stretch of Woodward running from downtown Detroit to Pontiac.

"Tying something in downtown connected to the cruise is a natural connection," given the corridor's and city of Detroit's automotive history, she said. "There's a whole story on the cruising era along Woodward, as opposed to just the cruise itself."

Woodward Dream Cruise Inc., the nonprofit that organizes the cruise, may vote as early as today on whether to host a sanctioned cruise event in downtown Detroit, said Don Tanner, executive director of Woodward Dream Cruise Inc.

"The initiative we're looking at would be in the city of Detroit and would be an official Dream Cruise event," he said. He declined to give further details before presenting the idea to the organization's board.

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