

FOR IMMEDIATE RELEASE

Cadillac Lakes Cruise & Car Show Canceled for 2020

Cadillac, Michigan. After many conversations over the past few weeks (verifying with the City, State, the Downtown Cadillac Association Board, Sponsors, Non-Profit Partners, Volunteers and Committee) the Cadillac Lakes Cruise & Car Show, of which draws 5,000 plus to downtown Cadillac for the past 9 years, have decided to **cancel the June 13-14, 2020 event**. Noting there are just too many unknowns to further commit to patron health and financial liabilities related to the event.

‘As a large multi-generational event that brings people close together, we just couldn’t figure out how to ensure the viability of the event and safety to its patrons,’ says Joy VanDrie, Cadillac Lakes Cruise Event Co-Chair & Downtown Cadillac Association Executive Director, ‘We look forward to celebrating our 10th year in 2021.’ To go ahead and host it would be a boost to downtown businesses, however the event requires at minimum \$15,000 budget with over 100 volunteers, and at this time the Committee is just too unsure of the revenue and volunteers to pull it off successfully.

The Event Committee is also concerned about the area non-profits who have relied on over \$4,000 in support from the annual event, such as the Cadillac Jaycees (Coats for Kids fundraiser), Wexford Genealogy Association (operations funding), CAPS Band Boosters and Honors Choir, as well as the Boy Scout Troop 125. The Event will not be able to support these groups like in the past and the Committee Members hope they are able to obtain funding from other sources.

Refunds will be issued to the vendors who have already sent money in, and also to several families that had already paid for memorial or individual trophies.

The @Cadillaclakescruise Facebook page will promote the past nine (9) years of the show and continue to be a VOICE of the area Car Shows and Car Enthusiasts, promoting our sponsors, DCA businesses, trophy holders, volunteers and non-profit partners who all help make the event happen. Depending on the summer ‘opening’ the group may offer something at the end of August, but it would be a very scaled back version of a cruise, fun run or something – the Committee is not able to commit to that idea at this time though.

<http://cadillaclakescruise.com/index.php/about-cadillac-lakes-cruise/> go to this link if interested in the past 9 years of this greater Cadillac Community event.

https://www.facebook.com/pg/cadillaclakescruise/photos/?ref=page_internal Go to this link for event photos to use to support this press release.

Make it a great day!

Joy Liptak VanDrie

Executive Director – Downtown Cadillac Association

201 N Mitchell Street, Suite 102, Cadillac, MI 49601

231-775-0657, f 231-779-5933, c 231-920-5189

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