



press release

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## FOR IMMEDIATE RELEASE

### **The 38TH Daytona Turkey Run Sets All Time Record for Pre-Registered Show Cars Confirming That Car Lovers Just Want to Have Fun**

**Even though times are tough, classic-car enthusiasts will be having fun this Thanksgiving weekend. As the Florida economy struggles to recover, the world-famous classic car show and swap meet at Daytona International Speedway on Thanksgiving weekend has set an all time record for pre-registered show cars and is on pace to be the largest ever.**

**Daytona Beach, FL, November 23, 2011** – While the Florida economy struggles to recover, the world-famous Daytona Turkey Run classic car show and swap meet — held during Thanksgiving weekend November 24-27 at the Daytona International Speedway — is thriving. A new all time record for pre-registered show cars indicates that car enthusiasts just want to have fun.

In its 38th year, the Daytona Turkey Run features more than 6000 cars in the show car and car corral events ranging from Model A's to 1979 classics. About 3000 cars are for sale. More than 3600 show cars have been pre-registered setting a new record with overall registrations on pace for 2011 to possibly become the largest show ever.

“Last year we pre-registered just over 3200 show cars. While our record for show car registrations in this configuration was 5002 in 2005, we stand a chance to have the largest event ever in 2011.” said Stu Sargeant, President of the Daytona Beach Street Rods and founder of the event in 1974. In addition to show cars, there are thousands more classic cars being sold in the car corral area.

There are also 4000 spaces for vendors who sell food, car parts, and accessories in the famous swap meet area of the show; activities for kids; nighttime activities on Wednesday, Thursday, and Saturday outside the Speedway including a cruise, slow drags, car teeter-totter, and tricycle races; Friday evening live entertainment by a Vegas-class Elvis impersonator; celebrity appearances; and a raffle for a cherry-red 1964 Olds 442.

The Turkey Run attracts regional vendors and tens of thousands of spectators, car owners and collectors, from around the world. “The event expects more than 70,000 spectators with thousands more who enter vehicles and purchase swap meet spaces including a planeload of about 100 car lovers from Iceland and visitors from Sweden, Germany and the U.K.” said Jim Brady, operations manager for the Daytona Beach Racing and Recreational District.

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**38<sup>TH</sup> Annual Daytona Turkey Run - The Largest Car Show and Swap Meet in the Southeast!**  
**DaytonaBeachCarShows.com**



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Official sponsors of the 2011 Daytona Turkey Run are Bright House Networks and Classic Collectors Insurance by Infinity. "We would like to thank our sponsors for their support and assistance in publicizing the event, we appreciate them very much." said Jim Brady, show manager.

The Daytona Beach Racing & Recreational Facilities District, in partnership with Daytona Beach Street Rods, produces two annual car show events at the Daytona Speedway, providing considerable economic stimulus to the community.

Proceeds from the event help fund playgrounds and other recreational activities for families in the greater Daytona Beach area. The Non-profit Daytona Beach Street Rods has donated more than \$284,000 to charitable causes during the past 10 years. The Not-for-Profit Racing District has, to date, directly awarded over \$4.5 million dollars in grant money to many Greater Daytona programs and projects. For more information and videos, contact Robert Kelly or visit [DaytonaBeachCarShows.com](http://DaytonaBeachCarShows.com)

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