



## PEI International Motoring Festival

# July 8 - 11

January 2010

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*Celebrating the  
Year of the Mustang!*



### ***PEI's Only International Car Show Returns July 8-11***

Mark Your Calendars! The PEI International Motoring Festival is back July 8-11, 2010 and promises to provide even more diversity than the inaugural event. Last year's participants will agree – this is no ordinary car show! From brand new Porsches and pristine old Mustangs, to antique British cars and exotic Lamborghinis, you will have it all at the IMF.

### ***Grab your cowboy boots and hat – we're going COUNTRY.***

The PEI International Motoring Festival Organization is pleased to announce it has teamed up with the Cavendish Beach Music Festival (CBMF) to unite the Region's top classic car enthusiasts with the World's top country music stars - all in one unique, family-friendly Festival.

Set in picturesque Cavendish, Prince Edward Island, the 2010 PEI International Motoring Festival will build upon the pre-existing relationship between the automobile and country music industries, showcasing the Region's impressive inventory of motoring treasures to upwards of 20,000 country music fans.

Come celebrate the 'Year of the Mustang featuring the PEI Mustang Club' in the timeless beauty of Prince Edward Island's north shore. Secure your spot today!



## Register Today!

There are two ways to register for the 2010 PEI International Motoring Festival:

- **Online:** [www.peiimf.com](http://www.peiimf.com)  
Online registration will be available in early February 2010
- **Telephone:** 902.367.3675  
Call Angie at the Confederation Bridge office, Monday to Friday, 8:00AM – 4:30PM, and have her register your vehicle for the 2010 Event

### Registration Fee: \$50

Includes car and participant entry fees as well as one 4-day Cavendish Beach Music Festival pass, a \$270 value!

*\*Please note: due to the nature of our affiliated event, the Cavendish Beach Music Festival, all PEIIMF participants will be required to have a CBMF ticket to gain access to the Festival grounds.*

### Register Early and Save!

The PEI International Motoring Festival Organization has 200 half price 4-day Cavendish Beach Music Festival passes available for participants. Register early to take advantage of this great offer!

*\*Limit one discounted ticket per registered vehicle*



Please feel free to contact us for more information about the

**PEI International Motoring Festival:**

902.367.3675

[info@peiimf.com](mailto:info@peiimf.com)

## Don't Miss the Beach

The North Shore of Prince Edward Island will come alive July 8-11, 2010 as 25 of country music's most talented musicians and local talent take to the stage in breathtaking Cavendish Beach.



Cavendish Beach Music Festival officials have announced that elite songwriter, musician, vocalist and virtuoso guitarist, **Keith Urban**, will headline the opening night concert. With twelve #1 singles, an additional twenty Top 5 hits, 3 consecutive #1 albums and numerous Grammy and country music awards, Urban will set the tone for what is sure to be an electrifying weekend! He will be joined on opening night by AMA "Break Through Artist" **Gloriana**, and Canadian CMA winner **Shane Yellowbird**. More artists will be announced in the weeks to come.

As an important contributor to the success of the 2<sup>nd</sup> annual Cavendish Beach Music Festival, PEI International Motoring Festival participants will receive one free 4-day Festival pass per registered vehicle, a \$270 value! Additional tickets may be purchased through the Festival's website, [www.cavendishbeachmusicfestival.com](http://www.cavendishbeachmusicfestival.com).

## More to see and do at the 2010 PEI International Motoring Festival!

In addition to the vehicle and vendor show, PEIIMF participants will have access to four days of incredible live music, an impressive array of food, beverages, and merchants, as well as preferred access to PEIIMF Tent Activities including classic car movies, line dancing, the IMF Radio Controlled Race Track in support of ALS, and much more.

Planning is currently underway for daily off-site activities. Check the website frequently for exciting updates to the weekend schedule, [www.peiimf.com](http://www.peiimf.com).