



NEWS RELEASE

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FOR IMMEDIATE RELEASE

LAS OLAS BOULEVARD IS BRINGING BACK THE “GOOD OL’ DAYS” WITH “CLASSICS ON LAS OLAS” CRUISE NIGHT

Classic Car Cruise Night Commemorates 100th Anniversary of Model T Ford with a display of classic automobiles, Fashion Show and Awards Sponsored by Las Olas Lifestyle Magazine

FORT LAUDERDALE, FL. (October 8, 2008) – The days of cruising the strip in a rag top convertible with an 8-track playing classic tunes are back! On October 15th from 6:00 p.m. to 9:00 p.m., **The Las Olas Company** and the **Las Olas Association**, in collaboration with classic car specialist Russ Gagliano, **Las Olas Lifestyle Magazine** and **Bonnet House**, will take South Florida car enthusiasts back in time with “Classics On Las Olas,” a nostalgic evening, featuring an eclectic display of classic automobiles, fashion show and an awards show between 6th and 11th Avenue on Las Olas Boulevard.

“Las Olas Boulevard’s classic car cruise night used to be one of the most anticipated events for families and car aficionados alike,” said Kesha Aristud, Director of Corporate Communications for The Las Olas Company. “So, we’re partnering with the original organizer, **Russ Gagliano** of **Russ G Events**, to ensure the same level of authenticity and produce a high caliber event that is sure to bring out people’s passion for classic automobiles and take the original cruise night to a whole new level.”

Hosted by The Las Olas Company, The Las Olas Association and Las Olas Boulevard merchants, “Classics on Las Olas” will bring the chrome, custom paint and pride of classic automobile collections to life with a classic car contest, featuring up to 100 classic cars including, **Fredric Clay and Evelyn Bartlett’s 1941 Cadillac** courtesy of the **Bonnet House**, a Model A and Model T Ford (commemorating its 100th anniversary this year), throw-back Chevrolets, Mustang Cobras, Corvettes and more from more than 35 of South Florida’s largest car clubs. Event organizers, merchants and event-goers alike will have the opportunity to vote for their favorite classic car in the following categories: People’s Choice, Las Olas Choice and Merchants Choice. The winner of each category will be awarded a best in show trophy for their entry.

While the Boulevard will be brimming with classics and exotic cars from the early 1920’s to the 1960’s, **Zola Keller, Dazzles Boutique** and **Flora Ottimer** will celebrate the occasion with a classically-styled fashion show, featuring casual wear, formal wear and fine children’s apparel. **D.J. Scott the Musicman** will emcee the event and celebrate the occasion with timeless classics.

Those entering their cars into Las Olas Boulevard’s Classics on Las Olas Cruise night can take advantage of a variety of exclusive discounts, sales and promotions, such as **Grill Room on Las Olas’** four-course gourmet dinner for \$35. Additionally, **Galler Chocolates** is offering 2 free samples, plus 10% off everything in the store, while **Riverside Hotel’s Indigo** restaurant is featuring 20\$ off the entire menu, and **Mango’s** is extending its happy hour specials for contest participants.

Additionally, the following participating merchants are paying tribute to the times by inviting attendees of Classics on Las Olas to “cruise the strip” and discover a variety of reduced prices, giveaways and more to those in attendance at “Classics on Las Olas. Participating retailers include:

- **Planet Massage**
- **Objects d’Art**
- **Flora Ottimer**
- **Dazzles Boutique**
- **Celebrity Las Olas**
- **Under Wraps**
- **Las Olas Fine Arts**

- More -

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About The Las Olas Company

One of the original investors in Fort Lauderdale's Las Olas Boulevard, The Las Olas Company is a family owned and operated company. In 1936, The Las Olas Company built the Riverside Hotel and continues to manage it today. The company has helped to establish Las Olas Boulevard's charm by adopting the village architecture, and is dedicated to offering residents and visitors an inviting and welcoming Las Olas experience by combining the area's best shopping, dining and entertainment.

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