

PORSCHE 2 OXFORD GAINS NATIONAL EXPOSURE

The quaint college town near the Ohio/Indiana border expecting nearly 300 German sports cars at one of nation's fastest-growing Porsche events

Oxford, OH (PRWEB) June 5, 2007 -- Uptown Oxford, Ohio plays host to nearly 300 Porsches in a day of relaxing fun along the brick-lined city streets. The July 28, 2007 event titled 'Porsches 2 Oxford' awakens local residents and Miami University students with Porsches from every era as the city closes Uptown streets for the entire day. Appropriately dubbed 'A Casual Porsche Party', the event starts on Saturday at 8:00am and is free to the public. Streets re-open at 6pm. A Sunday driving rally through Hueston Woods State Park is also planned. Members of Mid-Ohio Region's Porsche Club of America serve as hosts for this event.

Oxford hosted the deluge of pricey sports cars for the first time in 2005 and last year saw a 50% increase in attendance. With the beautiful Uptown cityscape, quaint shops and eateries, comfortable green space, and first-class band shell to serve as the event nerve center, choosing the small college town near the Ohio-Indiana border has proven to be a signature piece of the P2O success story.

"This event has blossomed into one of the best Porsche cruise-ins anywhere in the country in just three years," said P2O Event Co-Chairperson Brice Kadel. "Once we visited Oxford, everyone involved felt we uncovered the proverbial gold mine. From a photogenic viewpoint, nothing even comes close. However, it was everything else that sealed the deal: proximity to metro areas within the tri-state, access to diverse food and lodging at show center, and the remaining tools every event needs such as PA systems, willing sponsors, and most importantly the enthusiasm and cooperation of the local Convention and Visitors Bureau. Nearby hotels are selling out months in advance as people from a dozen states and Canada plan their weekend for it. To make a trip from the east coast to attend is a tremendous compliment."

"In the fall of 2004, the Oxford Visitors and Convention Bureau was approached about the idea of a Porsche Car Show coming to Oxford," OVCB Director Diana Durr said. "We were thrilled. With a great team effort, the OVCB witnessed a wonderful array of beautiful vehicles situated in the historic district of Uptown Oxford. Things have only gotten better since. It's now a signature event for the city and the region and we're excited once again to play host."

This year's featured event sponsors are Tacoma, WA-based Griot's Garage car care products, Denver, CO-based Auto Aficionado Magazine, and locally by Beechmont Porsche of Cincinnati.

"Griot's Garage is a major sponsor for a second year in a row and we're excited to know they believe in this event to return once again," Kadel said. "Auto Aficionado is quite simply the best automotive bi-monthly in the country and having Beechmont Porsche providing local support is the perfect compliment. Combined with almost 20 supporting sponsors, P2O's reputation as a first-class event is the reason we're attracting first-class sponsorship."

Over \$3,000 in door prizes will be given away on Saturday along with Top-35 People's Choice and Special Category trophies. A 50/50 raffle will benefit the Blue Star Mothers of America, a local non-profit group that lends support to those with children serving in the armed forces.

About Porsches 2 Oxford

Started in 2003 as Porsches 2 Pinckney, the event moved to Oxford, OH, in 2005 and changed names to reflect the new location. Celebrated as a casual get-together of car owners and the community, P2O attracted 140 cars from eight states and Canada in the first year. In 2006, attendance jumped more than 50% to 225 Porsches, 12 states, and 22 PCA regions. While the event routinely brings several regional and national concours-winning vehicles, Porsches of all conditions and mileage are encouraged to participate. For information, visit <http://www.porsches2oxford.com>.

#

MEDIA INQUIRIES:

Christopher Rieman
Media & Publicity/Webmaster
Porsches 2 Oxford
937-361-4630
crieman@porsches2oxford.com

EVENT CONTACT

Brice L. Kadel
P2O Co-Chairperson
Porsches 2 Oxford
937-215-0156
bkadel@porsches2oxford.com