

For Immediate Release

Contact: Joe Dispensa, president of Friends of LaSalle Street Historic Auto Row
630-975-2838
joedispensa@hotmail.com
Sandy Spang
630-896-0181
www.lasalle-auto-row.org



Make history, relive memories at Aurora's Historic Auto Row Car Show

Nearly 120 antique specialty cars and trucks expected on display; time capsule to be created

AURORA, Illinois (July 29, 2010) In downtown Aurora between 11 a.m.–3 p.m. Sat. Aug. 8, glimpse some true Aurora history as LaSalle street comes alive with turn-of-the-century vehicles at the second Historic Auto Row Car Show.

Put on by The Friends of LaSalle Street Historic Auto Row, all donations will go toward restoration and improvements of this downtown Aurora block, listed on the National Registry of Historic Places in 1996. Plans are to purchase and install two arches to be erected at the corners of Benton Street and Downers Place engraved with "LaSalle Street Historic Auto Row." They also hope to fund the restoration of the present black-top street to its original 20th Century original brick.

Guided tours of the LaSalle Street buildings, of which 70% of the original structures (100+ years old) are still standing, will be given. Aurora's Auto Row bears significance as an early automobile commercial center. In 1912, the block housed nine auto-related industries: Buick, Maxwell, Apperson, Baker Electric, Cadillac, Chalmers, E.M.F., Hudson, and Flanders. It is also noted for its examples of Victorian-era commercial buildings, 20th century commercial-style buildings and fraternal lodge buildings. This block of LaSalle Street was also on the original 3,389 mile-long Lincoln Highway.

To become a part of history, event-goers may take the opportunity to record a free video sharing any memories of LaSalle Street, Auto Row or Aurora. Visitors may bring pictures, letters any items of historical interest that will be included in the time capsule, along with the video. The capsule will be buried at the foot of one of the arches—to be opened in 100 years. Pictures of each vehicle and any persons donating to our project will have their name listed and sealed in the time capsule, as well.

For information on showing your car or truck at this year's car show, please visit www.lasalle-auto-row.org or call 630 896-0181. Donations can be mailed to: FLSHR at 69 South LaSalle Street Aurora, IL. 60505. Trophies will be given for the top three autos and to the first 120 register participants will receive goody bags.

About Friends of LaSalle Street Historic Auto Row:

Friends of La Salle Street is a not-for-profit organization that is dedicated to the preservation and beautification of this historic area of downtown Aurora, Illinois. The block of La Salle Street between Downer Place and Benton Street was the original "auto row" when automobiles were first sold in Aurora.

All proceeds from the La Salle Street Auto Row Car Show go to Friends of La Salle Street.