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## **CHICAGO WELCOMES INAUGURAL CHI-TOWN STA-BIL KRUZE**

*Collector Car Show and Cruise Rev Up Summertime Activities in the City*

**CHICAGO (March, 2005)** - The first of its kind, The Chi-Town STA-BIL Kruze, is set for Saturday, June 4th, 2005. Owners of up to 2,000 collector cars are expected to take part in a rare opportunity to cruise along historic Lake Shore Drive. The participating cars will create a loop from Wilson to 31st Street as they drive alongside local traffic showcasing their nostalgia. The cars will then gather after the cruise at Soldier Field for an awesome Collector Car Show perfect for the entire family.

While the Kruze is free and open to all road-approved vehicles, there is a \$20 registration fee to participate in the show at Soldier Field and it is limited to the first 750 "pre-1980" cars. The car show portion is open to spectators for only \$5 and children under 12 are free! There will be ample parking for both participants and spectators--please refer to the website at <http://www.chitownkruze.com> for more information and registration or call 773-622-6445 extension 13. The Kruze begins at 8am and lasts until 10am. The Car Show runs from 11am to 3pm.

**The Chi-Town Kruze is delighted to have living racing legend Russ Truelove as the honorary spokesperson for this inaugural event along with his famous #226 1956 Mercury. He is one of America's first NASCAR racecar drivers and has had the pleasure of racing on Daytona Beach when they were still actually held on the beach! Russ is available for interviews and photo opportunities. Read more about Russ Truelove at: <http://www.circletrack.com/featuredvehicles/43258/>**

The Chi-Town STA-BIL Kruze is pleased to be working with its presenting sponsor Gold Eagle, an innovative producer and marketer of leading brands including STA-BIL Fuel Stabilizer. STA-BIL keeps the fuel fresh in cars that are driven infrequently or that sit for extended periods of time so that the car will start easily when it comes out of storage. STA-BIL has been helping collectors for nearly 45 years and is especially active in the Chicagoland market because of the amount of collector car enthusiasts who know first-hand about long Chicago winters.

In addition to collector cars, STA-BIL is widely used in boats, tractors, motor homes, motorcycles and outdoor power equipment (lawnmowers, leaf blowers, string trimmers).

Gold Eagle Company was founded in Chicago more than 70 years ago and still maintains its headquarters and manufacturing facility near Midway Airport.

The event's official media partner is Chicago's favorite oldies radio station 104.3 – WJMK. “104.3 - WJMK is proud to be the official media partner of the inaugural Chi-Town STA-BIL Kruze, and plans to make the Kruze the Chicago car enthusiast's high point of the year.” - Dave Robbins, General Manager, 104.3 - WJMK.

The Chi-Town STA-BIL Kruze is owned and promoted by the Chi-Town Kruze NFP, a not-for-profit corporation operating under Section 501(c)3. Founded in 2004 by Jerry Robbin, president of the International Mercury Owners Association, Chi-Town Kruze NFP's steering committee consists of several local business owners who hold a strong desire to share their collective passion for automobiles with the people of Chicago. The organization has set its sights high with the anticipation of this annual event growing each year.

Media: Please call Colleen Ryan at 773.353.2929 for further information, photos, interviews.

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