



**FOR IMMEDIATE RELEASE**

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**CITY OF PONTIAC ANNOUNCES THE SECOND ANNUAL PONTIAC POWER WEEK**

*Weeklong event features the return of Roadkill, major downtown entertainment including the Pontiac Drive-In Classic Car Show, live music, great food, and more. New Pontiac City Music Festival Featuring the Spinners presented by Soaring Eagle Casino & Resort also announced, thanks to Pontiac Power Week Sponsors.*

**PONTIAC, MI** - The City of Pontiac will present a weeklong festival of powerful car-themed events for its second annual Pontiac Power Week Presented by Soaring Eagle Casino & Resort with major events happening August 12 through 19. The city will be in top gear this year with a big line-up not only throughout its downtown, but at M1 Concourse, and on Woodward Avenue making it the “top” destination of Oakland County’s famous automobile weekend.

“Pontiac Power Week 2017 will be book-ended by two thrilling events -- Roadkill and Dream Cruise -- that are returning to the city, says Deirdre Waterman, Mayor of Pontiac. “This year, Pontiac will be continuing the festivities at a new level plus adding a special one-day music festival for the enjoyment of the citizens of Pontiac in September.”

A number of activities and events are planned throughout the city for the entire week leading up to the Woodward Dream Cruise, include the Pontiac Power Week Drive-In Classic Car Show in the city's core; and the epic Roadkill Nights Powered by Dodge festival and drag race event that will bring Woodward to a literal stop August 12.

On Friday and Saturday of Dream Cruise weekend, the downtown festivities will feature live local music; free arts & crafts from Arts & Scraps in a special kids’ area sponsored by St. Joseph Mercy Oakland; outstanding restaurants and caterers; and of course, cars from every era will round out the fun!

Musically, downtown Pontiac will feature great classic rock, R & B and oldies with live music in the Pontiac City Square lot near Saginaw Street. Multiple local acts will perform, including Roadside Rick and Detroit Breakdown, Ulterior Motive, and Rock

Harley as Johnny Cash and more there will be dancing on the street to iconic hits and golden jams!

**PONTIAC CITY MUSIC FESTIVAL WILL TAKE PLACE ON SATURDAY, SEPTEMBER 23<sup>rd</sup> , FEATURING LEGENDARY R AND B ARTISTS, THE SPINNERS.**

This new music festival will take place at Pontiac's Wisner Stadium and be free of charge to all downtown Pontiac residents. The music event will showcase the Spinners, who were nominated to the Rock n' Roll Hall of Fame in September of 2011, and will deliver their famous hits including hits like "I'll Be Around," "The Rubberband Man," and "Could It Be I'm Falling In Love." In addition, top local entertainment acts from the City of Pontiac will be announced in the coming weeks to add to the bill.

**PONTIAC POWER WEEK OFFICIAL EVENTS INCLUDE:**

**Roadkill Nights Powered by Dodge Kicks Off Festivities on Saturday, August 12<sup>th</sup>!**

Come be a part of history from 11 a.m. – 10:00 p.m. at M1 Concourse in Pontiac, and right on Woodward Avenue, which will be closed for legal drag racing. There will be drag racing, live music, vendor exhibits, Show n' Shine Area, thrill rides in Dodge vehicles, BMX stunt show, kids' activity zone, food trucks, giveaways and more at M1 Concourse! This event will be huge! Regular admission is \$10, but Pontiac Residents with ID will be charged only \$5 admission to attend this great event!

**Pontiac Power Week Drive-In Classic Car Show (New for 2017 -- Saginaw Street open to Cruisers and all vehicular traffic to showcase both the downtown and new Pontiac businesses.)**

The Pontiac Power Week Drive-In Classic Car Show returns to downtown Pontiac Friday, August 18th and Saturday, August 19th. New for this year, though, is that the general public and other classic cars can drive through the downtown via a reformatted layout: classic cars will be on display while Saginaw Street remains open to traffic. Enjoy live entertainment, food, drinks, vendors and more brought to you by Soaring Eagle Casino & Resort! Plus any car that participates will be entered to win a one-night stay at the Soaring Eagle Casino & Resort including \$50 in free play and dinner! To register your car, sign up online <http://www.pontiacpowerweekevents.com/classic-car-show>.

**Musical Line-Up To Rock Alongside The Engines**

Musical Line-Up For Soaring Eagle Stage:

*Friday, August 18:*

10:00a.m. to noon  
Noon to 1:15 p.m.

Dream Cruise Theme Music  
Charles E Anthony

2:00 to 3:15 p.m.	Full Tilt Boogie
4:00 to 5:30 p.m.	Indecision Rock
6:15 to 7:45 p.m.	Roadside Rick & Detroit Breakdown
8:30 to 10:00 p.m.	T \$ Green Roadwork

*Saturday, August 19:*

10:00 a.m. to noon	Dream Cruise Theme Music
12:00 to 1:15 p.m.	Lofteez
2:00 to 3:15 p.m.	Blues Lady Champagne
4:00 to 5:30 p.m.	Ulterior Motive
6:15 to 7:45 p.m.	Ray Kaan and Detroit Trouble
8:30 to 10:00 p.m.	Rock Harley as Johnny Cash

### **Pontiac City Square Car Show**

The lot is open! The Pontiac City Square parking lot is now accepting reservations for clubs and individual classic car owners during the days of this year's cruising activities and will be hosting a car owner's car show with judging Saturday, August 19 from Noon– 4 p.m. For more information go to [pontiaccitysquare.com](http://pontiaccitysquare.com).

**Sponsors of Pontiac Power Week include:** Soaring Eagle Casino & Resort, The City of Pontiac, M1 Concourse, The Enthusiast Network, Auch Construction, St Joseph Mercy Oakland, Advanced Disposal, and others.

### **About Pontiac Power Week:**

*The second official Pontiac Power Week will take place Friday August 12-19. Two days full of programming, activities and events are planned throughout the city, including downtown and the city's newest auto enthusiast attraction, M1 Concourse. For additional public information, visit [pontiacpowerweek.com](http://pontiacpowerweek.com) or call 248-758-3181.*

### **About Roadkill**

*The [Roadkill](#) brand delivers a one-of-a-kind taste of "Automotive Chaos Theory" and features authentic gearheads David Freiburger and Mike Finnegan in a variety of mediums, including the world's most-viewed YouTube automotive original series, Roadkill Nights–branded events, a quarterly magazine, and a brand-new series, Roadkill Garage, now available exclusively on [Motor Trend OnDemand](#).*

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