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FOR IMMEDIATE RELEASE

After much deliberation, the St. Ignace Visitors Bureau made the difficult decision Monday, July 20<sup>th</sup>, to cancel the 45<sup>th</sup> Annual St. Ignace Car Show Weekend. Following COVID-19 guidelines was a critical factor in the decision to cancel.

"We were confident that the downtown show location would ensure social distancing," explained Visitors Bureau Events Director Quincy Ranville, "and we knew we could enlist staff and volunteers to ensure masks were worn. However, we could not see a way to host the event and adhere to a maximum of 500 people required for zone 8".

The St. Ignace car show weekend draws upwards of 25,000 people from all over the Midwest United States and several Canadian provinces. It provides a significant economic boost for St. Ignace and the surrounding area. The show, usually planned for the last weekend of June, was initially postponed until Labor Day, due to COVID-19 concerns.

"It is unfortunate," said the Visitors Bureau Executive Director Lora Brown, "that it was necessary to cancel the car show and several other late summers and early fall events. However, based on how the summer has gone so far, we are confident that we will finish with a strong fall season. We anticipate many tourists will visit the area, practice safe social distancing, and enjoy outdoor activities such as exploring our multi-use trail system and fishing, instead of attending our major event gatherings."

Amsoil, along with several other major auto industry sponsors, initially agreed to support the 2020 car show weekend. The Visitors Bureau, while advising the sponsors of the cancellation, has extended an invitation to attend and support the 2021 Car Show Weekend.

St. Ignace is confident that this popular automotive event's positive momentum will carry over into 2021, along with the planning and dedication that makes St. Ignace Car Show Weekend one of Michigan's Best Car Shows.

The 2021 St. Ignace Car Show Weekend will take place June 24-27, 2021.

Please direct all questions to:

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