



THE CORPORATION OF THE CITY OF WINDSOR

NEWS RELEASE

For Immediate Release
August 25, 2008

2008 Windsor Prix Weekend Media Opportunities

There are many unique media opportunities available this weekend as world-class auto racing returns to the Motor City at the Detroit Belle Isle Grand Prix, August 29-31, 2008. What follows is a look at some of the weekend's highlighted events, featuring the *Windsor Karting Grand Prix / IRL Brian Stewart Karting Racing Championship Series*, the *Blushing Brides - Rolling Stones Tribute Concerts*, the *Full Throttle!* and *Chatham Street Need for Speed* activities, and the *AP Motorsports/Race Windsor Car Show* in downtown Windsor this racing weekend. Details and contact information have also been provided.

The following information is for media use only and not intended to be published.

FRIDAY, AUGUST 29, 2008

09:00 am – 5:00 pm **Practice Session: Windsor Karting Grand Prix / IRL Brian Stewart Karting Racing Championship Series**

Join the world of speed, thrills and great competition as the Sunparlor Kart Club of Windsor, Ontario, hosts the second annual Windsor Karting Grand Prix on the streets of downtown Windsor alongside the Detroit River on August 29 - 31, 2008.

Location: Riverfront Festival Plaza, streets of Riverside Drive West

Contact: Earl Lajoie, President of the Sunparlor Kart Club (519) 255-9195

11:30 am – 2:00 pm **Shanfields-Meyers Appreciation Day**

The Downtown Windsor Business Improvement Association (DWBIA) is hosting the *Shanfields-Meyers Appreciation Day* honouring the family-owned and operated business which has served Windsorites and visitors for more than 50 years.

Mr. & Mrs. Shanfield will be recognized for their contributions to downtown Windsor, our community and to our retail industry with presentations from the City of Windsor and the DWBIA.

Location: NE corner of Ouellette Avenue at Chatham Street East

Contact: DWBIA Office (519) 252-5723

11:30 am – 5:00 pm **Grand Prix Show Car**

One of the Detroit Belle Isle Grand Prix show cars will be on display on the sidewalk of Terrace 285.

Location: Corner of Ouellette and University Avenues

Contact: DWBIA Office (519) 252-5723

6:00 pm – 1:00 am **Full Throttle!**

Downtown Windsor restaurants, bars, nightclubs and establishments offer live entertainment, outdoor patios, and food and drink specials all weekend long.

Location: Ouellette Avenue from Park Street north to Riverside Drive; Pitt Street East; University Avenue West; and Chatham Street East and West.

Contact: DWBIA Office (519) 252-5723

6:00 pm – 1:00 am **The Need For Speed, Chatham Street Promotion**

Chatham Street merchants, in partnership with Canada Social, pull out all the stops for the Grand Prix weekend.

Location: Chatham Street from Goyeau west to Ferry

Contact: DWBIA Office (519) 252-5723

8:00 pm and 11:00 pm **The Blushing Brides - Rolling Stones Tribute Band Concerts**
An exceedingly special and excessively unique concert at Windsor's world-class nightclub. Proceeds to Optimist Clubs of Windsor. Tickets \$40 each.
Location: BoomBoom Room, 311 Ouellette Avenue
Contact: DWBIA Office (519) 252-5723

SATURDAY, AUGUST 30, 2008

09:00 am – 5:00 pm **Windsor Karting Grand Prix / IRL Brian Stewart Karting Racing Championship Series**
Catch the action on track with Junior Medium, Rotax DD2, Rotax Mini Max, Rotax Max, Rotax Junior, Rotax Micro Max, and ICC / MOTO karts.
Location: Riverfront Festival Plaza, streets of Riverside Drive West
Contact: Earl Lajoie, President of the Sunparlor Kart Club (519) 255-9195

11:00 am – 11:00 pm **Grand Prix Show Car - Chatham Street Need for Speed**
Detroit Belle Isle Grand Prix show car and ticket giveaway on display on Chatham Street.
Location: Chatham Street and Ouellette Avenue
Contact: DWBIA Office (519) 252-5723

11:00 am – 1:00 am **Full Throttle!**
Downtown Windsor restaurants, bars, nightclubs and establishments offer live entertainment, outdoor patios, and food and drink specials all weekend long.
Location: Ouellette Avenue from Park Street north to Riverside Drive; Pitt Street East; University Avenue West; and Chatham Street East and West.
Contact: DWBIA Office (519) 252-5723

11:00 am – 1:00 am **The Need For Speed, Chatham Street Promotion**
Chatham Street merchants, in partnership with Canada Social, pull out all the stops for the Grand Prix weekend.
Location: Chatham Street from Goyeau west to Ferry
Contact: DWBIA Office (519) 252-5723

12:00 pm– 6:00 pm **Car Show –AP Motorsports/Race Windsor**
Featuring over 100 hot rods and muscle cars lining streets of downtown Windsor. Pick up your ballot at the Registration Kiosk at Pitt & Ouellette and cast your vote in the People's Choice Awards.
Location: Registration - Pitt Street at Ouellette Avenue
Contact: DWBIA Office (519) 252-5723

8:00 pm and 11:00 pm **The Blushing Brides - Rolling Stones Tribute Band Concerts**
An exceedingly special and excessively unique concert at Windsor's world-class nightclub. Proceeds to Optimist Clubs of Windsor. Tickets \$40 each.
Location: BoomBoom Room, 311 Ouellette Avenue
Contact: DWBIA Office (519) 252-5723

9:30 pm onwards **Rebel Without A Cause**
Windsor International Film Festival presents a FREE 35 mm outdoor screening for the whole family! Bring your lawn chairs and blankets.
Location: Dieppe Park, Riverside Drive West
Contact: DWBIA Office (519) 252-5723

SUNDAY, AUGUST 31, 2008

- 09:00 am – 5:00 pm Series** **Windsor Karting Grand Prix / IRL Brian Stewart Karting Racing Championship**
Catch the action on track with Novice, Senior Heavy, Junior Lite, Rotax Max / TAG, Cadet, Masters, Senior Lite, and Junior Heavy karts.
Location: Riverfront Festival Plaza, streets of Riverside Drive West
Contact: Earl Lajoie, President of the Sunparlor Kart Club (519) 255-9195
- 09:00 am – 5:00 pm** **Grand Prix Show Car - Windsor Karting Grand Prix Fan Zone**
Detroit Belle Isle Grand Prix show car on display at the Windsor Karting Grand Prix Fan Zone.
Location: Dieppe Park, Riverside Drive West
Contact: DWBIA Office (519) 252-5723
- 12:00 pm – 11:00 pm** **Full Throttle!**
Downtown Windsor restaurants, bars, nightclubs and establishments offer live entertainment, outdoor patios, and food and drink specials all weekend long.
Location: Ouellette Avenue from Park Street north to Riverside Drive; Pitt Street East; University Avenue West; and Chatham Street East and West.
Contact: DWBIA Office (519) 252-5723
- 12:00 pm – 11:00 pm** **The Need For Speed, Chatham Street Promotion**
Chatham Street merchants, in partnership with Canada Social, pull out all the stops for the Grand Prix weekend.
Location: Chatham Street from Goyeau west to Ferry
Contact: DWBIA Office (519) 252-5723

MONDAY, SEPTEMBER 1, 2008

- 12:00 pm – 11:00 pm** **Full Throttle!**
Downtown Windsor restaurants, bars, nightclubs and establishments offer live entertainment, outdoor patios, and food and drink specials all weekend long.
Location: Ouellette Avenue from Park Street north to Riverside Drive; Pitt Street East; University Avenue West; and Chatham Street East and West.
Contact: DWBIA Office (519) 252-5723
- 12:00 pm – 11:00 pm** **The Need For Speed, Chatham Street Promotion**
Chatham Street merchants, in partnership with Canada Social, pull out all the stops for the Grand Prix weekend.
Location: Chatham Street from Goyeau west to Ferry
Contact: DWBIA Office (519) 252-5723

For further information, please contact:

Nora Romero, Community Relations, Office of the Mayor, (519) 255-6100 ext. 6309
Debi Croucher, Acting Executive Director, Downtown Windsor BIA, (519) 259-3464