

# CADILLAC



## Cadillac: From Host City to Annual Event

**T**he city of Cadillac was a first time host city on the 2012 Tour. At that time, it had not closed its main street in over 20 years for any event. A modest turnout of 120 cars from the tour and locals occurred on a Monday afternoon. Cadillac was a repeat host city on the 2013 Tour. This time a Sunday afternoon car show resulted in a turnout of 240 cars including locals, visitors and car clubs. The “necessity is the mother of invention” proverb applies in 2014. The tour did not make a northward swing leaving the city in a bind. Some brainstorming with the Flint-based BttB organizers resulted in a licensing agreement allowing Cadillac to host its own BttB Cruise Cadillac event. This two-day event resulted in 200 cars on Saturday and another 400 cars on Sunday. More importantly, an estimated five to six thousand people attended the festivities on Sunday. Current information on this annual event may be obtained by visiting Cadillac’s website or Facebook page.



<http://www.backtobricksCadillac.org/>

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