

NEWSLETTER



December, 2016

Dear Friends,

The first major snowfall of the year followed by a significant cold snap seems like a good time to put together the December, 2016 monthly newsletter.

December has been BUSY! Plans for the 2nd Annual CHROME & ICE™ indoor car show, February 10-11, 2017, are being finalized. Most of the forty-five vendor spots have been filled, and car registrations are coming in fast. More importantly, BttB™ has a new sponsor! We are pleased to announce [Farm Bureau](#) of Michigan and its agents in Genesee County as our “Brought to you by...” CHROME & ICE™ sponsor for 2017. Welcome to our ranks! With your support, this year’s event promises to be the best ever!



More good news! At our press conference on December 8th, we announced that one of our long-term sponsors, [ABC-TV12](#), will be the “Brought to you by...” sponsor for our first ever [CHROME & ICE™](#) Private Party on February 9th, 2017. The Thursday night auto extravaganza will feature a “sneak peak” at the exotic/show cars in the Upper Mezzanine of the Dort Federal Credit Union Event Center, hors d’oeuvres “plus,” adult beverages, entertainment, and more. Proceeds from this premiere event will raise funds to support [HOT ROD HIGH™](#) and the BttB™ career education/scholarship program. The cost of tickets for this fundraiser is \$35.00 per person. “Investing in our Youth” Tickets for this gala will go on sale after the first of the year. Contact [Steve Hobson](#) at 1-810-252-3344 to reserve your tickets.



Winter won’t last forever, and we are already looking forward to BttB™ 8th annual [Promo Tour](#) on June 9-13, 2017, with an “End of the Road” luncheon and party hosted by Lasco Ford of Fenton, Michigan on Wednesday, June 14th, 2017. We welcome [Lasco Ford](#) to the BttB™ family, and thank them for becoming the newest sponsor of the “Heritage Tour.”

Representatives from the five host cities were on hand for the press conference to give the media a preview of what they have in store for this year’s tour participants. The cities of Clare, Big Rapids, Muskegon, Coldwater, and Adrian are working with us to make the 2017 Promo Tour the best ever with police escorts, lunches, entertainment, “heritage” tours of their individual cities, shuttle buses, local car club participation, and more. Registration for the tour will begin on January 3, 2017. More information about that next month. Having been involved in all seven of the previous tours, I can guarantee you won’t be disappointed. The fun, friendships, and memories are priceless! Mark your calendar, recruit your friends, fill the gas tank, check the oil/tires, and let’s go!

Back To The Bricks™ and Buick are proudly sponsoring the annual winter indoor car show, CHROME & ICE™.

CHROME & ICE™
WINTER CLASSIC CAR EVENT

THIS YEAR THE WORD IS **More!**

FEBRUARY 10 & 11, 2017

Friday 12:00 p.m. - 9:00 p.m. • Saturday 9:00 a.m. - 9:00 p.m.
Adult - \$8.00 • Ages 12-17 - \$4.00 • Under 12 - FREE

More CARS (Over 100)
More AWARDS
More ENTERTAINMENT featuring two local entertainers (Dave Lagness & T.J. Craven)
More HOURS Friday 12:00 p.m. - 9:00 p.m. • Saturday 9:00 a.m. - 9:00 p.m.
More ROOM Chrome & Ice™ will use all of the Dort Federal Credit Union Event Center including both arenas, lobby, hall and the mezzanine.
More VENDORS (over 30 automotive & local businesses)
More CAR CLUBS (featuring the clubs' top cars)

More Fun!

Wishing you and yours a Merry Christmas and a Joyous Holiday Season, a trouble free and safe journey if you are traveling, and great times with family and friends. May peace pre- and Happy



CORDially,
Al Hatch, Founder and Board Chair
Back to the Bricks™, Inc.

vail in our world
New Year to all!