

# NEWSLETTER



March 2018

The calendar says SPRING! Hopefully, the weather will soon follow suit. Time to get your prized vehicle out of hibernation, shine it up, "rev" the engine, and make sure it's "road-worthy" and ready for all the exciting Back to the Bricks® events this summer.

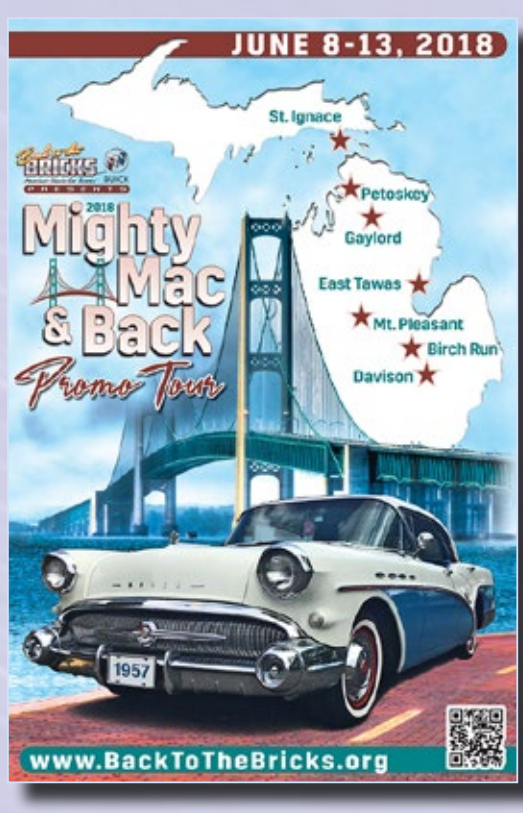


Excitement is building for the [PROMO TOUR](#), June 8-13, 2018, and the committee is working hard behind the scenes to make it the biggest and best ever. At last count, we are expecting a record number of participants, more than 200 cars, including 60 first-timers. New this year, St. John the Evangelist Catholic Church in Davison, MI will be the site of the traditional breakfast buffet prior to departure. Before you head out on Friday morning, June 8th, don't forget to thank the representatives from [ELGA Credit Union](#), one of our most faithful



sponsors, for the delicious breakfast, and the staff at St. John's for allowing us to use their facility.

"To the Mighty Mac & Back" is not only the title, but the itinerary, for this year's adventure with overnight stops in Mt. Pleasant, Gaylord, Petoskey, St. Ignace, and East Tawas, followed by the "End of the Road" luncheon at the [Birch Run Speedway & Event Center](#). As always, participation in the Promo Tour is "at will," giving drivers the option to join or leave at their convenience, meeting us in the next city if they have a conflict on a particular day. Participants are free to travel at their own pace, pausing occasionally to check out something of interest along the way. A word of caution: Some of the mid-morning or mid-day stops between the host cities will feature donuts/coffee or an occasional lunch at no-charge for participants, but you must be on time to take advantage of the "freebies."



Participants are encouraged to follow the suggested routes outlined in the tour booklet. They have been carefully selected to take you along paved, but scenic, back roads in relatively good condition, rather than expressways. The specially prepared guide book will provide detailed maps, information about host cities/landmarks along the way, activities, and emergency numbers.

The "chase" vehicle is sponsored by fellow car collector Roger Sharp ([Sharp Funeral Homes](#)). Jack and Blake will be traveling with us again, trailer in tow, to provide roadside assistance to those who need it. Their skills, and the tandem axle enclosed trailer purchased with funds from the sale of a 1931 Ford Coupe donated to [Back to the Bricks®](#) a few years ago, are a huge asset to the Tour.

[ABC12](#) will be with us again, broadcasting "live" from the Promo Tour. Joining us this year, radio talk show host Tom Sumner will conduct interviews to be aired on The Tom Sumner Program sponsored by Insta-Lube Inc. on WFOV 92.1 FM, with live streaming on the Internet @ [Tom Sumner.com](#), sharing the excitement of the Promo Tour and Back to the Bricks® with car aficionados around the world.



The 9th Annual Promo Tour will be here before you know it, but there's still time to join the fun! For more information or to register, click [HERE](#). If the hotels suggested for some of the overnight stops are full, don't let that stop you! A [Google](#) search will reveal plenty of additional options with a variety of amenities in all price ranges. Don't forget the small "Mom and Pop" motels that offer a quaint and inexpensive way to experience "Americana." If you're still having problems, contact the Convention and Visitors Bureau in the host city for assistance.

Finally, Back to the Bricks® has received the ALL STAR AWARD, an accolade awarded to only 10% of Constant Contact customers for exemplary outreach and audience engagement. CONGRATULATIONS to everyone who made this possible. Keep up the good work, and don't forget to LIKE our Facebook page if you have not already done so.



CORDially,

*Al Hatch*  
Founder & Board Chair  
Back to the Bricks®

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