



Media Release
For Immediate Release
May 4, 2011

Cool Desert Nights Celebrates 18th Year

Tri-Cities, WA – The Tri-City Regional Chamber of Commerce invites you to the 18th Annual Cool Desert Nights event, presented by Hapo Community Credit Union, scheduled to take place June 23rd through June 25th at the Uptown Shopping Center in Richland, Washington.

This year's event will feature an All-City Cruise and a mini Show 'n Shine, beginning at the TRAC facility in Pasco and finishing at the Richland Dairy Queen Grill & Chill, to kick off the festivities and is open to anyone who wishes to participate Thursday the 23rd. Friday continues the event with the Desert Wind Winery Show 'n Shine in Prosser from 10am to 2pm and continues from 7pm to 9pm with the Participants Only cruise through the city of Richland followed by a Street Dance at Jack-sons Sports Bar in Richland. Saturday's events are kicked off with a Pancake Breakfast, Show 'n Shine, Car Judging, Slow Drags, Awards Ceremony and a Street Dance at Jack-sons in Richland.

"Over 700 cars participated in last year's event and we are looking forward to an even better turn-out this year and another successful event in general," commented Lori Mattson, President and CEO of the Tri-City regional Chamber of Commerce. Mattson continued, "In its 18th year, it is great to see all of the community come together and support this timeless event."

Participants and vendors can download their registration packets by going to www.cooldesertnights.com. For more information on Cool Desert Nights contact Jessica Taggares at 509.736.0510 or go to www.cooldesertnights.com.

For more information:

Contact: Jens Lee, Marketing and Membership Director

jens.lee@tricityregionalchamber.com

509.736.0510