

For Immediate Release

HOT AUGUST NIGHTS TO REV UP LAKE TAHOE'S SOUTH SHORE JULY 30 – AUGUST 1

(*South Lake Tahoe, Calif./Nev.*) – [Hot August Nights](#) officials announced plans to expand 2010 operations to include a new three-day car show in South Lake Tahoe (<http://TahoeSouth.com>), July 30 – August 1, 2010. The Reno-based classic car event attracts more than 800,000 people each year with free family entertainment, automotive exhibits, live music, vendors and more.

The event will feature everything the Reno venue offers, including daily Show-n-Shines with cash and trophy awards, Poker Walks and awards, a Cool Car Showroom, a Classic Car Auction, automotive exhibits, special night time cruising at South Lake Tahoe, vendors, a full blown Swap Meet, a Sock Hop/Prom and free 50's and 60's style live entertainment daily on all of the outdoor stages.

“This new three-day event expands Hot August Nights days of operation and provides an extremely different and unique event for Hot August Nights visitors and registered car owners,” said Bruce Walter, executive director and CEO of Hot August Nights. “South Lake Tahoe is a fantastic destination as it offers a wonderful experience for a family vacation, now with the added fun of Hot August Nights.”

Registration entry forms are available at www.hotaugustnights.net. Space is limited; registration deadline is April 15, 2010.

Car registration is open to all 1972 and older American and European cars and trucks. Registration is open to all Hot August nights registered cars and trucks as well as those on the waiting list cars. Car registration is only fifty dollars and each car registrant will receive a very special commemorative Event shirt and hat, free Poker Walk hand, dash plaque, and an assortment of other items. Car check-in will begin at noon on Thursday, July 29.

The Hot August Nights South Lake Tahoe Experience is being sponsored by the Lake Tahoe Visitors Authority, MontBleu Resort Casino and Spa, Harvey's Resort & Casino, Harrah's Lake Tahoe, Lakeside Inn and Casino, Embassy Suites Lake Tahoe Hotel and Ski Resort, the Horizon Casino Resort and Heavenly Mountain Resort.

Each of the participating South Lake Tahoe Properties is also listed on the home page of the Hot August Nights web site with a direct link to their respective registration desks. It is strongly recommended that hotel reservations get booked immediately as occupancy will fill quickly. The properties have also posted special rates for the Hot August Nights South Lake Tahoe Experience.

A list of daily activities is also at www.hotaugustnights.net, click on the Hot August Nights the South Lake Tahoe Experience.