



LONG LEAD MEDIA ALERT
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The California Automobile Museum Rolls In A Special Exhibit To Focus On The Italian Influence Of Automotive Design

The AUTOMOBILIA! Exhibit Marks The First Annual Theme For The Museum



Sacramento, CA — Everyone has heard the term that “Everybody Wants To Be Italian.” To this the California Automobile Museum respectfully adds, “Everybody Wants To See Italian.” Starting September 11, 2010, the Museum will dedicate a new exhibit space to the artistry and influence of Italian auto manufacturing on the world’s auto industry. This exhibit marks the first in a series of year-long exhibits designed to highlight a specific focus within the automotive industry.

AUTOMOBILIA! will transport the museum visitor to an Italian Piazza built inside the museum, housing a rare collection of memorable and exotic cars with an Italian pedigree. Special Italian-themed events will be held throughout the length of the exhibit, culminating with the Museum’s 3rd Annual Car Cruise through the streets of Sacramento, CA.

Media interested in developing special editorial content for this exhibit can contact Kaela Nelson to arrange interviews and photo opportunities.

Editors for Calendar of Events articles may use, at their discretion, the Museum’s artwork in association with this event to enhance the description.

The Museum is run as a non-profit organization whose mission is to educate and entertain while preserving and promoting the automobile and its influence on our lives. The Museum’s collection of more than 150 cars gives a museum visitor the chance to witness first-hand the evolution of the automobile from its invention up to today’s alternative-fueled experiments that will someday be tomorrow’s cars.

WHAT: AUTOMOBILIA! Celebrating Italian Automotive Design
A Special Exhibit at the California Automobile Museum

WHEN: September 11, 2010 through August 14, 2011

WHERE: California Automobile Museum – AUTOMOBILIA! exhibit is free for Gearhead Museum members and included with admission for nonmembers.
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