



Carlisle Swap Meet chosen Top Favorite Event by readers of DRIVE! magazine

Thousands of DRIVE! magazine readers voted for the Top 10 Favorite Events of the year in DRIVE!'s annual Top 10 events survey. Also, Carlisle Events' marketing department won a 2004 Apex Award for Publication Excellence in the Magazines & Journals category for the 2003 Carlisle Summer Bike Fest event magazine.

CARLISLE, PA (PRWEB) July 17, 2004 -- Thousands of DRIVE! magazine readers voted for the Top 10 Favorite Events of the year in DRIVE!'s annual Top 10 events survey. This year, DRIVE! drew entries from Anchorage, Alaska, to Titusville, Fla., and beyond, proving that Carlisle events are indeed valued coast to coast.

"Feedback was excellent, and active automotive event participants voted by the thousands. When the voting was tallied, Spring and Fall Carlisle came out on top!" said DRIVE! Publisher Mike Calamusa. "Winning a Top 10 spot is indeed an exciting honor for our event producers. To have two events chosen in such a competitive environment speaks highly of the quality of the events and the management. You've earned your wonderful reputation, and DRIVE! magazine and its 650,000 readers thank you!"

Carlisle Events is pleased to have been selected as the favorite event by the readers of DRIVE! magazine.

"Carlisle Events strives each and every day to give our guests the best-organized shows, the cleanest facility, great food and a friendly atmosphere at a reasonable cost," says Bill Miller, co-owner of Carlisle Events. "This award proves that we have accomplished that goal. The award means even more since it was chosen by the readers of DRIVE! magazine who actually attend our events."

"The events we produce here at Carlisle are for the hobbyists," said John Detrick, CEO of Carlisle Events. "There can be no greater recognition for any business of this type than to be chosen by the people as the best."

Also, Carlisle Events' marketing department won a 2004 Apex Award for Publication Excellence in the Magazines & Journals category for the 2003 Carlisle Summer Bike Fest event magazine. Apex Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence.

Visit www.carsatcarlisle.com or call the Carlisle Events Info Line at (717) 243-7855 to learn more about Carlisle Events.

DRIVE! Media LLC is celebrating its 20th year. For 20 years, DRIVE! magazine has been one of the nation's leading automotive events resource, reaching more than 650,000 monthly readers nationwide and more than 1 million through www.driveonline.com.

Carlisle Events, host of 12 collector car, truck and motorcycle events a year, attracted more than half a million people to its events in 2003. Included in the annual schedule are two huge automotive swap meets and individual specialty shows featuring Corvettes, Fords, GMs, Chryslers, trucks, motorcycles, sport compacts and imports. Founded in 1974 by friends Bill Miller and Chip Miller, the "Cars at Carlisle" shows have



attracted automotive enthusiasts from around the world.

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CARLISLE EVENTS

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