



NEWS RELEASE
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Press/Media:
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Lowrider Nationals Returns for 12th Year
Organizers Announce Scholarship Award,
Participants Save with Stimulus Special

BAKERSFIELD, May 29, 2009 – Custom car, truck and bike enthusiasts are signing up their vehicles for 12th annual Lowrider Nationals, the premier urban car culture and lifestyle custom car show, hop competition and concert, returning this summer August 9, 2009, to the Kern County Fairgrounds in Bakersfield. Organizers are working on making this year's event a great experience, aiming to keep the event safe, offering participants registration specials, and giving back to the community.

Show goers will be able to enjoy close up views of a kaleidoscope of eye candy featuring the creativity and pride put into the elite show cars, trucks, bikes and hoppers featured at the show. This car show is different from others in the genre because it brings together the full spectrum of the urban car culture show vehicles: lowriders, dubs, euros, and imports. Competitors vie for the big prize money, over \$20,000 is awarded, topped by the coveted super-bowl-style championship rings presented to the top vehicle winners and hopping competitors.

Organizers kicked off this year's event countdown with the announcement of the First Annual Lowrider Nationals Scholarship Award. The scholarship will be for Kern County High School graduates enrolled at a trade school, community college, or four-year college. "There can be no doubt that education is the key to success and Lowrider Nationals wants to help students that need a boost to reach their dreams," says Rick Muñoz, producer. The scholarship selection committee is now being formed and will include, event sponsors, an educator, a member of the Kern County Car and Truck Council, and community leaders. For more information and applications, visit www.lowridernationals.com.

In these times of belt tightening, organizers offered an early car registration stimulus special that gave a deep discount to those who registered early. “We felt compelled to do something for the exhibitors, car, truck, bike builders, and owners who like everyone else, are facing tough times,” said Muñoz. “We welcome the early birds who responded and are happy they took us up on the Stimulus Special. Giving back to the custom cars and trucks community that support our show is important to us,” he added.

Participants can still save by taking advantage of the Pre-registration offer that is now open through July 1, 2009. The application can be found on the event web site.

In keeping the event’s family oriented atmosphere, organizers will continue to implement safety measures that this year includes contracting with the Kern County Sheriff’s Department to provide event security.

In the coming weeks organizers will announce the entertainment line-up and more show details. Event sponsors include: Dr. Pepper, Budweiser, MetroPCS, Hot 94.1, Pirate Radio, La Caliente Radio and CFL-Cruzin for Life TV.

The annual Lowrider Nationals is an UrbanWorx Entertainment event. The show spotlights the urban car culture and lifestyle encompassing lowriders, dubs, euros, and imports. It is a platform for individual car builders, owners, car and bike clubs, and sports enthusiasts to showcase their creativity and artistry. The event’s producers uphold the car clubs’ principles of leadership, sportsmanship and the spirit of community. For more information visit: www.LowriderNationals.com or call 323-352-8384.

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Lowrider Nationals in the Community

- For 2009, organizers will continue to ensure that fans have a safe and fun time. The Kern County Sheriff's Department will provide event security and private security will be on hand to ensure a smooth event.
- Fun and entertainment for all ages, family friendly.
- The event producers are proud to announce the **First Annual Lowrider Nationals Scholarship Award** offered to Kern County High School graduates enrolled at a trade school, community college, or four-year college.
- The Nationals provides complimentary booths to a select number of civic and community non-profit organizations that promote education and community service. In 2008 college student, Simone Lopez, and her mom, were provided a complimentary booth where they sold airbrush designs and raised money for her college tuition.
- For 2009 The Nationals will be providing complimentary booths to:
 - The Sheriff's Activities League
 - The Sheriff's Crime Prevention Unit
 - The Sheriff's Recruitment Team
 - Several community non-profits
- The Nationals hires local residents for 95 per cent of the event staff. In 2008, that was 57 positions.
- The Nationals boosts area businesses drawing out of town visitors, participants, and entertainers. Several hundred thousand dollars in business is generated during the event weekend.
- Local businesses supplied 90% of needed services. Hotels, restaurants, and many more see added business. Local vendors who sell food, beverage, and merchandise see a spike in their bottom line as a result of participating. Here are some of the folks and businesses that work with the Nationals.
 - Brighthouse
 - Raymond's Trophy
 - Jostens
 - J & L Embroidery & Printing
 - E.M. Tharpe
 - Joronco
 - Knights Portables
 - Pacific West Sound
 - Prince Insurance
 - Rosedale RV Rentals
 - Wyndham Garden Hotel
 - Days Inn
 - Doubletree Hotel
 - Judges from area cities
 - Bakersfield Ice

- The Nationals works with two, highly respected business and educational organizations that focus on the Hispanic community. The Mexican American Opportunity Foundation (MAOF) and the Kern County Hispanic Chamber of Commerce.

The event strives to provide an event showcase for individual car builders, owners, car and bike clubs and sports enthusiasts to show off their creativity and artistry. The event's producers uphold the car clubs' principles of leadership, sportsmanship and the spirit of community.

Note to editors:

Photos available. Please call 323-352-8384.