

15th ANNUAL TROY TRAFFIC JAM IS RIGHT AROUND THE CORNER



TROY, MI – The planning team has been putting the final touches on the 15th Annual Troy Traffic Jam (TTJ) as it quickly approaches! On Sunday, August 6th from 10am – 3pm the Columbia Center on Big Beaver Road will be filled with 300 cars plus activities for all levels of engagement. New this year are free Tech Talks by leading designers in the car industry and the Kids Pedal Power 200 race. Everyone from car enthusiasts to families and kids will enjoy a jam-packed day of activities at the Troy Traffic Jam!

The Troy Traffic Jam is made possible by Presenting Sponsor KIRCO and Proud Host Venue the Columbia Center. Additional top sponsors and support from the City of Troy, Troy Downtown Development Authority, Meadowbrook Insurance Agency, Henry Ford Health, and Community Choice Credit Union ensures that this amazing car show is FREE to the public while it *fuels education* at the Troy Historic Village. KIRCO Chairman, Alan Kiriluk, who personally secures several of the vehicles for the car show says, “the support we have from the automotive community makes the Traffic Jam a special show for me. Each year some of the best cars (and car owners) come together to showcase their prized vehicles. We are delighted to support the Troy Historic Village because we know we’re helping provide a learning experience for over 12,000 children and teachers on field trips and an additional 15,000 visitors per year through their programing.”

The Troy Traffic Jam consistently features high profile vehicles that have drawn the attention of car enthusiasts and media alike. With more than 200 cars already registered for this year’s show, you won’t want to miss the Virgil Exner Show Car, the 1968 Dodge Challenger “Hellucination,” a Detroit Grand Prix Car, a 1937 Packard Dietrich Convertible, and the 2023 Ferrari SF90 among others. Vehicles come from everyday owners, private collections, and local museums to create an exciting lineup of high-end exotics and attainable classics. Individuals interested in displaying their vehicle are welcome to register on the day of the event starting at 7am for \$30. Registration supports the Troy Historic Village and gets you a parking space next to a great lineup of cars, a swag bag from our sponsors, and a chance to win awards.

Organizers have added two new elements to this year’s show. “I’m excited about our new events because they add depth to an already fantastic show!” notes Troy Historic Village Director, Jen Peters. “Those looking to dig deeper into cars can hear about the latest designs from Harlan Charles of Corvette, Joel Piaskowski of Ford, and Ralph Gilles of Stellantis with some Q&A time, while families and car folks alike can cheer on our little racers in a classic pedal car race.”

The Tech Talks will begin at 11am in the Tech Talk Tent at the center of the show. Harlan Charles is bringing the all-new 2024 Corvette E-Ray. Not just a spokesperson and designer for the company, Harlan’s job is to make sure product decisions support making Corvette customers happy. You’ll also hear about and see the 2024 Ford Mustang Dark Horse. Designer Joel Piaskowski is most recently responsible for the seventh generation 2024 Ford Mustang, 2021 Ford Mustang Mach 1 and the award-winning battery-electric 2021 Ford Mustang Mach-E crossover. Tech Talks will culminate with Ralph Gilles of Stellantis at 12:30pm. Chief design officer for the Chrysler, Dodge, Jeep®, Ram, Maserati and Fiat brands since January 2021, Ralph is also a member of Stellantis’ Top Executive Team. He is responsible for shaping and directing design across the brand’s portfolio as it moves toward electrification. Among other things, Ralph will showcase his customized 1968 Dodge Challenger “Hellucination.”

The flag goes down at 1:30pm for the inaugural Kids Pedal Power 200 race. Watch as three age groups pedal their cars to the finish line for bragging rights and a trophy! Sponsored by Nostalgic Motoring, Ltd., organizers hope the race will inspire families to get out of the house and into the garage to work together on pedal cars for fun and future races. Pedal cars have been around as long as cars themselves and you might stumble across

an antique or modern one at a local garage sale. Racers who have their own cars can still join the day of the event for \$15 that gets them a T-shirt, free ice cream, and chance for a prize!

Organizers have added to the food options, giveaways, and brought back Troy Traffic Jam merchandise this year. Hot pretzels and popcorn in addition to burgers, hot dogs, sausages and other snacks and sides are available in the main food tent from Mickey's and Uptown Catering (cash only). Fogo de Chao is adding to the food options this year in the west lot, and don't forget to cool down with an ice cream from the AAA Ice Cream Cart. The Troy FIRST Robotics teams are back again this year with demonstrations and a 3D printer, and the Troy Historic Village has revamped its hands-on activities to put you in touch with a little history. Sparkles the Clown is back with face paint and fun for kids. Visit Nowicki Autosport, check out WWJ and sponsor tents for door prizes and giveaways, or try your luck in the 50/50 raffle or silent auction. The new Info & Merch tent will have TTJ event T-shirts, posters, tumblers, and more!

All proceeds from the Troy Traffic Jam support the Troy Historical Society that operates the Troy Historic Village. "The Troy Traffic Jam is one of our most exciting fundraising events - and the biggest! This annual historic car show is a great way to bring the community together: car aficionados, families, history lovers, and sponsors all in the same space to help a great place—the Troy Historic Village!" said Historical Society Board President Padma Kuppa.

For more information, the schedule for the day, food menus, and more, visit www.TroyTrafficJam.com or follow the show on Facebook and Instagram @TroyTrafficJam.



ABOUT TROY HISTORIC VILLAGE

The Troy Historic Village is a collection of 11 buildings surrounding a gazebo and green in the heart of Troy, Michigan. Filled with the collections and stories of the 1800s settlement and 1900s growth in the Troy area, staff and volunteers use these buildings to bring history to life for visitors of all ages. Our popular field trips might immerse students in an 1880s one room school or teach students that lighting a room wasn't always as easy as flipping a switch. We offer programs, events, and activities for all ages. Cheddar our Village Mouse introduces preschoolers to the Village through story hour and exploration. Get more hands-on in the Blacksmith shop or at one of our workshops where students of all ages learn traditional trades. Our Teas at Two bring interesting topics and tea together in the historic Troy Church. You can join us for one of these programs or stop by for a self-guided tour during our regular hours. For more information, visit www.TroyHistoricVillage.org

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