



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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**-FOR IMMEDIATE RELEASE-  
DECEMBER 2006**

### **GOODGUYS ROD & CUSTOM CAR SHOW COMING TO MADISON**

The Alliant Energy Center and the northern California-based Goodguys Rod and Custom Association are excited to announce the 18<sup>th</sup> Great Lakes Nationals Car Show will come to Willow Island on August 15-17, 2007! This marks the first time Goodguys – the world’s largest rod & custom association, will stage an event within Madison city limits.



Willow Island’s abundant space, versatility, and Madison location offered the prime location for Goodguys to stage this spectacular rod & custom event. “The Alliant Energy Center offered everything we wanted for this year’s Great Lakes Nationals. The vast space, paved roads, and lush greenery of Willow Island made this venue the ideal place for a Goodguys national event,” said Harry Davies, Vice President of Event Operations at Goodguys.

Willow Island will be packed with spectators as well as thousands of glistening hot rods, customs, muscle cars, tricked out trucks and classics. Seasoned event participants and new comers alike will enjoy the quality, family oriented events, as well as the chance to show their cars and meet other car enthusiasts. A giant vendor midway will offer a wide ranging assortment of automotive performance products and other automotive related items and services.

Willow Island’s history of hosting other national events was a key factor in the decision to move the event to Madison. “The fact that Willow Island has hosted a number of national events over the years, including the ESPN Outdoor Games, showed us that this venue has the flexibility and capability to host an event of our size. We know that Willow Island is an ideal fit for our show” said Daviess.

The Goodguys Rod & Custom Association was founded in 1983 by lifelong hotrod enthusiasts Gary and Marilyn Meaders of Alamo, California. Their goal was to provide hot rod and custom car enthusiasts with quality, family oriented events where they could show their cars and meet new people as well as provide companies with a way to exhibit their rod and restoration products. Goodguys events are held at a number of quality venues across the United States.

For more information on the Goodguys 18th Great Lakes Nationals, visit [www.good-guys.com](http://www.good-guys.com). To find out more about events at Willow Island and the Alliant Energy Center, visit [www.alliantenergycenter.com](http://www.alliantenergycenter.com) or e-mail Ted Ballweg at [ballweg@alliantenergycenter.com](mailto:ballweg@alliantenergycenter.com).

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**About Us:** the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at [www.alliantenergycenter.com](http://www.alliantenergycenter.com).