



Carlisle Events Announces Speed Channel TV Special Pilot Program Will Air in Spring 2005

Carlisle Events has announced an agreement with Speed Channel to air "Cars at Carlisle," a one-hour television special featuring highlights of the 2004 Carlisle Events show season.

CARLISLE, PA ([PRWEB](#)) November 9, 2004 - "Carlisle Events has announced an agreement with Speed Channel to air "Cars at Carlisle," a one-hour television special featuring highlights of the 2004 Carlisle Events show season.

The television special, financed and produced by Carlisle Events, serves as an introduction to the amazing lineup of events held each year at the Carlisle Fairgrounds and tells the story of this beloved phenomenon in the collector car hobby. Coming to Speed Channel this spring, the special will be aired at least four times in 2005. Barry Meguiar, host of "Car Crazy" on Speed Channel, also hosts the "Cars at Carlisle" program. Visit www.carsatcarlisle.com for announcements and updates on the show.

"We are very excited about our partnership with Speed Channel," said Chris Edwards, Carlisle Events' marketing manager. "Speed is the premier network for car, truck and motorcycle enthusiasts, and we look forward to the exposure our events will receive. Speed produces quality television programming with the same passion for the hobby that we bring to our events that attract more than 500,000 visitors each year. It's a perfect match."

Carlisle Events began filming events early in the 2004 show season with the goal of creating a television special, and Speed Channel expressed interest early in the project.

"As Speed Channel continues its commitment to strengthen the automotive-lifestyle programming we offer Speed viewers, adding coverage of signature events like the unique series of collector car shows held each year in Carlisle reinforces that commitment," said Robert Ecker, Speed Channel VP of programming. "The inclusion of "Cars at Carlisle" to the growing lineup of quality enthusiast programming in 2005 is a great move for Speed."

Carlisle Events, host of at least 10 collector car, truck and motorcycle events each year, attracts more than half a million people to its 82-acre fairgrounds in Carlisle, Pa., each year. Included in the annual schedule are two huge automotive swap meets in the spring and fall 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 attract automotive enthusiasts from around the world.

In 2004, Speed Channel is the exclusive U.S. cable home for many of the top motorsports series in the world. In addition, Speed's weekly programming schedule brings car enthusiast television to prime time Monday through Thursday. Now available in more than 68 million homes in North America, Speed Channel is among the fastest growing sports cable networks in the country and the home to NASCAR TV. For more information, visit www.speedtv.com.

###

**Contact Information**

Becky Hein

CARLISLE EVENTS

<http://www.carsatcarlisle.com>

717-243-7855

Online Web 2.0 Version

You can read the online version of this press release [here](#).