

July 18, 2019

Northwest Deuce Days kicks off at Victoria's Inner Harbour

VICTORIA, B.C. – Classic Car and Deuce enthusiasts from around the world arrive today in Greater Victoria for Northwest Deuce Days. Held from July 18-21, this popular event brings almost 1,400 pre-1952 collector vehicles and their owners to the Greater Victoria region.

"This weekend is the culmination of three years of planning and hard work. It is exciting to see the classic cars and deuces make their way to Greater Victoria" said Al Clark, Executive Director of Northwest Deuce Days. "I have spoken to many of the participants in the lead up to the event. I know they have been looking forward to visiting Greater Victoria and sharing their passion for classic cars and deuces."

"Destination Greater Victoria is very happy to support this event" said Paul Nursey, CEO of Destination Greater Victoria. It not only brings visitors to Greater Victoria that support our economy and small businesses, but the event prioritizes interactions with the community as well. Greater Victoria residents are excited for Northwest Deuce Days and we anticipate a fun, family-friendly atmosphere over the coming days."

Northwest Deuce Days is the largest gathering of "Deuces" in the world - welcoming a record of over 600 Deuces this year. A Deuce is a hot rod produced in 1932, which enthusiasts simply call a Deuce after the "2" in 1932; the 1932 Ford being the most popular and recognizable Deuce.

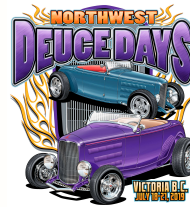
This year's Northwest Deuce Days is the ninth edition and will be the largest event to date. Owners and attendees will share their passion for classic cars and Deuces over four days. Events include an arrival ceremony at 2:15 pm on Thursday, July 18 when the classic cars and Deuces disembark the Coho Ferry, as well as tours of The Butchart Gardens and Camosun College Auto Shop, and whale watching on Friday, July 20. On Saturday, July 20 there also will be a "poker run" where participants draw cards as they drive from one Greater Victoria landmark to the next for cash prizes, as well as the Gala Dinner at Victoria Conference Centre. Finally, Northwest Deuce Day takes place on Sunday, July 21, where classic cars and Deuces will be staged throughout the iconic Inner Harbour and Legislature Grounds. Northwest Deuce Day is on the final day of the event and is affectionately known as "The Big One." It welcomes crowds in the tens of thousands - both locals and visitors alike. Northwest Deuce Days is also an important economic driver, supporting the Greater Victoria tourism and small business sectors.

Northwest Deuce Days website: <https://www.northwestdeuceday.com/>

List of Northwest Deuce Days community sponsors: <https://www.northwestdeuceday.com/sponsors.htm>

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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