

History of the Muscle & Chrome and Wheels & Waves Car Shows

With the ocean as a backdrop, the famous Turnaround and local businesses as the stage, Seaside will open its doors once again this year for its 17th annual car shows: Muscle & Chrome and Wheels & Waves. The two shows have gone through name changes and promoting alterations over the years, but their heart mission of classic cars on display for people to enjoy hasn't changed.

The Seaside Downtown Development Association was incorporated to a nonprofit organization in 1993 to enhance the environmental and economic vitality of downtown Seaside for the local community and visitors.

With that in mind, and with the help of a promoter, the SDDA brought the first car show to town in 1998. Called Hot Rod Happenin's, the event invited cars 1962 and older to show and shine. Since it was held in September, the show helped to extend the summer season for downtown merchants. In opening the hearts of car enthusiasts and, of course, the doors of all downtown businesses, an annual event was born.

In 2004, SDDA took on a new partnership with Flashback Promotions, along with an enduring relationship with local businessman Gary Diebolt. Gary brought the insight of a downtown business point of view and incorporated it into the car show, keeping in mind that everyone mattered.

Hot Rod Happenin's name has since changed to Wheels & Waves – which is still used today, with show-quality vehicles from 1965 and older on display.

Then, Flashback Promotions introduced the muscle car era to Seaside with its June Muscle Beach Cruz car show, inviting vehicles from 1960 to 1978 and factory performance vehicles from 1979 to the current year. Entry is open to high-quality special-interest vehicles.

With Muscle Beach Cruz at the start of the summer in June and Wheels & Waves at the end of summer in September, the two shows bookended the summer, drawing locals and visitors to Seaside for fun in the sun.

In 2009, Gary passed away, and Seaside lost a business man, promoter and wonderful friend to SDDA. Before he passed away, Gary, with his endearing love of his craft and sincere interest for the association, introduced Trent Campbell as the event's next promoter.

Trent continued with SDDA, moving the two shows forward. That year, the Muscle Beach Cruz car show was rebranded as Seaside Muscle & Chrome. Trent worked on both Muscle & Chrome and Seaside Wheels & Waves through 2013.

Now in 2015 and beyond, the SDDA looks forward to producing and promoting both shows on its own. The association is excited at the prospect, and hopes you enjoy the changes and additions to the productions.

Come see what's going on in downtown Seaside – and enjoy the shows!

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My Classic Car



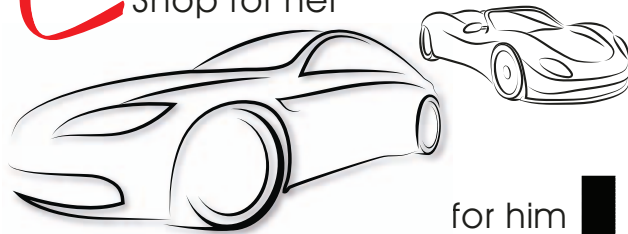
Seaside Wheels and Waves 2014 had the opportunity to have Dennis Gage host and producer from "My Classic Car" in town to film his show. Our Car show was the lead-off episode of the season!

The Seaside Wheels and Waves show will re-air on the Velocity channel and MAVTV networks in June of 2015. You can get the full air schedule on the main page of his website, www.myclassiccar.com



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