

A hotrod time in Pendleton

Hotrod-A-Rama Northwest happening July 29-30

By Lisa Britton
Go! Magazine

PENDLETON — Hotrods return to Pendleton this week for the second Hotrod-A-Rama Northwest car show.

But it's not really the second such event — organizer Dale Seaholm ran a Hotrod-A-Rama in Tacoma, Washington, from 2002-2007.

Then he moved to Arizona.

More than 10 years later, he decided to bring the show back and chose Pendleton as the destination.

"It just seemed like a naturally good place for a hotrod show," he said.

The 2020 show was canceled due to the pandemic, but 2021 brought 400 cars to Pendleton.

Public events for the 2022 Hotrod-A-Rama Northwest are Friday, July 29, and Saturday, July 30.

To participate, car owners must apply and be accepted into the show. This is a traditional hotrod show, for cars built prior to 1965.

"It has a limited scope on what's ac-



Ben Lonergan/East Oregonian

Cars line the parking lot of the Heritage Station Museum for the 2021 Hotrod-A-Rama in Pendleton. The event, featuring hundreds of hot rods and classic rides, as well as music and vendors, is July 29 and 30 at the Pendleton Convention Center.

cepted," Seaholm said.

He said 200 hotrods are coming — participation numbers are down from 2021, he suspects, due to gas prices. But he said this show is something to see.

"The quality of the cars is phenomenal. It's all old traditional hotrods," he said. "1928 to 1940 is the majority of the

cars that show up."

He hopes everyone takes time to tour the featured cars, and visit with the owners.

"It's family friendly — bring your kids," he said.

Cars are coming from around the Northwest, as well as Montana, California, Nevada and Arizona.

FRIDAY, JULY 29

This year's car show events are all located at the Pendleton Convention Center, 1601 Westgate.

The show is open from 9 a.m. to 5 p.m. Hotrods will fill the parking lot, so visitors need to park on side streets.

Roadsters will be inside the convention center, as well as food, beverages and several vendors.

A swap meet for old car parts will be on a side street near the convention center, and a show of vintage trailers will be set up in the nearby field.

Friday night is a gathering at Oregon Grain Growers Brand Distillery, 511 SE Court Ave., starting at 6 p.m. Live music begins at 7 p.m.

SATURDAY, JULY 30

The show continues Saturday, 9 a.m.-5 p.m., at the convention center.

The Pendleton Ultimate Hotrod Cruise begins at 8 p.m. when participants start touring the Pendleton streets.

INFORMATION

For more details about Hotrod-A-Rama Northwest, visit www.hotrod-a-rama.com or check the Facebook page.



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