

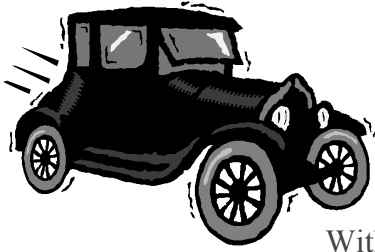
July 2010 Newsletter



September  
24, 25 & 26, 2010

[www.GenevaLakeClassicCar.com](http://www.GenevaLakeClassicCar.com)

Make plans now to visit Wisconsin in 2010



## Take a Day-Cation

With the difficulties that so many people have had over the last few years, there has been an increased popularity of the *day-cation*. These day long vacations often go to parks or other nearby attractions. Geneva Lake is perfect for a mini getaway.

Geneva Lake offers a wide range of fun and activities for everyone and we encourage you to enjoy one or a few days in the area. From golfing at the *Hawk's View Golf Club* to enjoying the essence of Key West at *Hemmingway's* our area offers something for everyone. You can share a day with the grandkids in the rumble seat, or cruise with the top of your mustang down. We invite you, your friends, and your family to join us on September 24, 25, and 26 for the *Geneva Lake Classic Car Rally*.

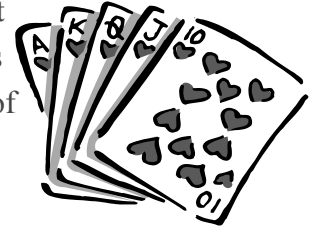
### 1897 Science and Auto Industry 1897

The *Yerkes Observatory* and automobile history have an interesting connection. Not in deeds or partnerships but in a year. In 1897 Ransom Eli Olds was issued a patent, and it marked the beginning of the longest running automobile brand (Oldsmobile). Three hundred miles away in Williams Bay, Yerkes was established marking the dawn of astrophysics.

Stop in and visit the observatory or see it from the lake aboard one of the Geneva Cruise Lines boats. Both the cruise line and Yerkes are part of our 2010 *Geneva Lake Classic Car Rally* and make up some of the family friendly stops.

## Increased Chances to Win

Why let the a machine determine if you have won a great prize? Our 2010 poker run now features an exciting twist that *lets you* increase your chances of winning. Draw cards will be an element in this year's poker run. Please visit [www.GenevaLakeClassicCar.com](http://www.GenevaLakeClassicCar.com) for details and while there check out the advantages of purchasing your hands in advance.



## The 2010 Event Booklet

Another great feature of the 2010 *Geneva Lake Classic Car Rally* will be the reintroduction of an event booklet. This booklet will be available for everyone purchasing poker run hands. It will feature area highlights, a convenient map, restaurant deals and coupons, and include important emergency information.

## Poker Run Stops

Our 2010 Classic Car Rally is coming together and while you are visiting the classic boat rally in Fontana we hope that you will enjoy some of the fine food or drinks at either *Chuck's Lakeshore Inn* or *Gordy's Boat House*.

Drive around the lake and along the southern shore you will find three unique taverns. The *Zenda Tap* sits next to Melges boat works renowned for its design and construction of racing sailboats. North of Zenda and high above Geneva Lake you will find *The Owl Tavern*, stop in, visit Chuck and roll some dice. If you find yourself on the southeast side of the lake enjoy a meal and watch a breathtaking sunset from the dining deck that overlooks Geneva Lake at *Fischer's*.

*All proceeds benefit the Geneva Lake Environmental Agency.*