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Monadnock Area Cars & Culture Welcomes Mama McDonough's Irish Pub and Granita Enoteca as New Advertisers for the 2026 Car Show

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce that two beloved Keene restaurants—**Mama McDonough's Irish Pub** and **Granita Enoteca**—have joined the 2026 Car Show as official advertisers, strengthening community partnerships and adding even more local flavor to this year's rapidly growing event.

Mama McDonough's Irish Pub Joins as an Advertiser

Located at **80 Airport Road in Keene**, **Mama McDonough's Irish Pub** is one of the region's most popular gathering spots for hearty Irish-inspired meals, live music, trivia nights, and family-friendly dining. Known for its welcoming atmosphere and menu favorites like corned beef dishes, Guinness stew, and classic pub fare, Mama McDonough's has quickly become a local staple.

"We're thrilled to welcome Mama McDonough's to our advertising family," said **Lee Johndrow**, Event Organizer. "Their commitment to great food, community fun, and local connection embodies everything this event is about."

Granita Enoteca Joins as an Advertiser

Keene's celebrated modern Italian restaurant, **Granita Enoteca**, has also signed on as an advertiser for the 2026 show. Located at **51 Railroad Street**, Granita is known for its exceptional Italian-inspired menu, fine-dining atmosphere, expertly crafted cocktails, and award-winning wine program. With rave reviews and a strong reputation for hospitality and quality, Granita is considered one of Keene's top dining destinations.

“Granita brings an elevated and passionate approach to food and culture, and we’re honored to partner with them,” Johndrow added. “Their presence supports our mission to showcase the best of the Monadnock Region—from cuisine to community.”

Strengthening Community Connections

By partnering with these two standout restaurants, Monadnock Area Cars & Culture continues to build relationships that celebrate local businesses, community pride, and shared experiences.

Both eateries will be featured in event advertising materials, online promotions, and sponsorship highlights in the weeks leading up to the **May 17, 2026** car show.

Event Details

 **Monadnock Area Cars & Culture Car Show**

 **Cheshire Fairgrounds – Swanzey, NH**

 **Admission:** Adults \$5 • Children under 12 Free

A full day of cars, activities, vendors, food, entertainment, and community awaits.

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3/9/26- 2 FOR IMMEDIATE RELEASE

Freedom Reins Therapeutic Riding Center to Join 2026 Monadnock Area Cars & Culture Car Show as Beverage Vendor and Community Partner

Swanzey, NH — Monadnock Area Cars & Culture is proud to announce that **Freedom Reins Therapeutic Riding Center**, located in Surry, NH, will be joining the 2026 Car Show as an on-site beverage vendor. The organization will be selling **water and sodas**, with proceeds supporting its mission-driven programs, while also sharing information with attendees about the vital work they provide to the Monadnock Region.

Freedom Reins is the region's only therapeutic riding center within 50 miles of Keene and plays a crucial role in offering equine-assisted therapeutic programs for individuals of all ages. Their mission is to **"use the power of horses, teams, and communities to improve the lives of people of all ages, means, and challenges through the extraordinary benefits of therapeutic riding and activities."**

Through equine-assisted activities, Freedom Reins supports **children, teens, adults, and veterans** facing behavioral, social, emotional, cognitive, and physical challenges. Their programs promote **self-confidence, independence, emotional healing, physical strength, and personal growth**. Participants engage in activities such as grooming, feeding, ground work, and therapeutic riding, which are shown to improve physical, emotional, and cognitive abilities.

"We are thrilled to welcome Freedom Reins to this year's event," said **Lee Johndrow**, Event Organizer. "Their work changes lives, and our community is stronger because of what they provide. We're honored to give them the platform to share their mission with thousands of attendees."

Freedom Reins will have volunteers available throughout the day to talk with families, answer questions, and spread awareness about the transformative impact horses can have on human well-being. Recent community efforts highlight their growing impact, including fundraisers and plans for expanding facilities to support year-round programming.

The **Monadnock Area Cars & Culture Car Show** will take place:

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Admission:

- Adults: **\$5**
- **Children under 12: Free**

Event Highlights

- Diverse vehicle showcase
- Food trucks & vendors
- Touch-a-Truck
- Live music & entertainment
- Family activities
- Awards ceremony & People's Choice voting

About Freedom Reins Therapeutic Riding Center

Freedom Reins is a nonprofit 501(c)(3) organization headquartered at **1140 Route 12A in Surry, NH**. Their programs provide therapeutic horseback riding and equine-assisted learning designed to support individuals facing a broad range of emotional, cognitive, and physical challenges. Their goal is to create an inclusive, supportive environment where horses help improve bodies, minds, and spirits.

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3/9/26- 3 FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Welcomes 802 Soul Kitchen of Brattleboro as a Featured Food Vendor

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce that **802 Soul Kitchen**, a beloved Brattleboro-based pop-up soul food vendor, will be serving their signature dishes at the **2026 Monadnock Area Cars & Culture Car Show**.

Led by owner **Marcel Maxwell**, 802 Soul Kitchen is known throughout Southern Vermont for bringing **authentic, flavorful, comfort-driven soul food** to festivals, markets, and special events. The business operates as a mobile pop-up vendor—"home is where the event is"—making each appearance a special opportunity for fans to enjoy their food.

802 Soul Kitchen's story has captured local attention: founded with "**two skillets and a dream**," the business grew from Marcel's roots cooking for friends and community members into a vibrant catering and event-based food operation. Marcel's dishes are known for unique flavors, personal heritage, and heartfelt inspiration drawn from his grandmother and mother, whose cooking continues to guide the spirit of the business.

"We are thrilled to have 802 Soul Kitchen join us," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Their energy, their story, and—of course—their incredible food make them a perfect addition to the experience we want to provide for families and guests."

Car show attendees can look forward to soulful favorites such as:

- Comfort-style entrées inspired by Southern and Caribbean flavors
- Fan favorites like mac & cheese made with Marcel's signature cheese blend
- Made-to-order festival dishes crafted with heart and high flavor

802 Soul Kitchen is a regular presence at regional fairs, festivals, and community gatherings, having appeared at events such as **Gallery Walk, local fairs, library pop-ups, and food truck parks** throughout the Brattleboro area.

The **Monadnock Area Cars & Culture Car Show** will take place:

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Featuring:

-  Car, truck & bike showcase
-  Live music
-  Food trucks & vendors
-  Awards & People's Choice voting
-  Family-friendly activities

About 802 Soul Kitchen

802 Soul Kitchen is a Brattleboro-based pop-up soul food vendor offering community-inspired, flavor-packed dishes at events throughout Vermont and surrounding regions. Specializing in soulful comfort food with deep personal roots, Marcel and his team aim to bring joy and connection to every event they join. [802soulkitchen.com]

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3/9/26- 4 FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Announces R & J Entertainment as Official DJ for the 2026 Car Show

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce that **R & J Entertainment**, a well-known Keene-based DJ and entertainment company, will be providing music and MC services throughout the entirety of the **2026 Monadnock Area Cars & Culture Car Show**.

R & J Entertainment brings more than **20 years of local experience**, offering DJ, KJ, MC, and event-hosting services for public and private events, weddings, parties, and karaoke nights. The company is known for providing **individualized playlists** and professional MC structure tailored to the needs and energy of each event they support.

"We're thrilled to have R & J Entertainment spinning the tunes for us all day," said **Lee Johndrow**, Event Organizer. "Their experience, energy, and ability to read the crowd will keep the event flowing smoothly and make the day even more fun for families, participants, and spectators."

R & J Entertainment has built a strong reputation in the region, performing at local breweries, community events, celebrations, and gatherings throughout the Monadnock area. Their work includes DJ services, karaoke entertainment, and full MC hosting, making them a versatile and community-centered entertainment partner.

Attendees can expect:

- High-energy music throughout the day
- Family-friendly mixes
- Crowd-interactive moments
- Professional announcements during judging, raffles, awards, and scheduling transitions

The **Monadnock Area Cars & Culture Car Show** will be held on:

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Event Features

- Car, truck & bike showcase
- Touch-a-Truck

- Food trucks & local vendors
- Live entertainment
- People's Choice voting
- Awards ceremony

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FOR IMMEDIATE RELEASE

Cruisin' Cow Ice Cream Truck Joins the 2026 Monadnock Area Cars & Culture Car Show as a Featured Food Vendor

Swanzey, NH — Monadnock Area Cars & Culture is thrilled to announce that the **Cruisin' Cow Ice Cream Truck**, a beloved mobile ice cream vendor from Claremont, NH, will be serving sweet treats at the **2026 Monadnock Area Cars & Culture Car Show**.

The Cruisin' Cow is known across the Upper Valley and Lake Sunapee regions as a **mobile ice cream truck offering multiple hard-serve flavors, yogurts, and sugar-free options**, making them a favorite at community events, breweries, concerts, and festivals. The business is a family-operated venture and officially registered as **The Cruisin' Cow LLC**, serving the region with high-quality frozen desserts and friendly service.

"We love bringing local businesses and families together," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Cruisin' Cow is a perfect fit for the show—their fun atmosphere, great service, and delicious ice cream add something special for both kids and adults."

Visitors can look forward to a variety of flavors and specialty treats, as the Cruisin' Cow is known for seasonal specials like **Apple Crisp Sundaes**, offered at their fall events, as well as classic favorites enjoyed at concerts and cruise nights throughout the region.

The **Monadnock Area Cars & Culture Car Show** will take place on:

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Attendees will enjoy food trucks, vendors, Touch-a-Truck, family activities, giveaways, and a full day of automotive celebration.

About Cruisin' Cow

Cruisin' Cow is a mobile ice cream vendor based in Claremont, NH, offering hard-serve ice cream, yogurts, and sugar-free options. The business operates across the region at community celebrations,

brewery events, concerts, and private bookings, known for both their quality and friendly, family-oriented service.

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If you'd like, I can also create:

- A social media announcement featuring the Cruisin' Cow
- An event-day vendor spotlight
- A photo-ready graphic for promotional use

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Welcomes Tito's Taqueria and Monadnock Hit & Run as New Advertisers for the 2026 Car Show

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce two new advertising partners for the 2026 Monadnock Area Cars & Culture Car Show: **Tito's Taqueria of Keene** and **Monadnock Hit & Run**, a local automotive culture magazine serving the Monadnock Region.

Tito's Taqueria – Keene's Favorite Fast-Casual Mexican Spot Joins the Event

With a popular location at **60 Island Street in Keene**, Tito's Taqueria has become a go-to destination for the region's most flavorful burritos, tacos, bowls, and fresh-made sides. Known for its **high-quality ingredients**, generous portions, and welcoming, fast-casual atmosphere, Tito's has built a loyal following throughout the region.

"Tito's Taqueria brings amazing energy to our community, and we're thrilled to have them on board," said **Lee Johndrow**, Event Organizer. "They're local, loved, and the perfect match for an event celebrating culture, families, and great food."

Monadnock Hit & Run – Automotive Media Supporting Automotive Culture

Also joining as an advertiser is **Monadnock Hit & Run**, a growing digital automotive magazine dedicated to showcasing local builds, classic rides, modern performance, EV discussions, local shows, and community automotive culture. Their mission is to create a stronger local network of car enthusiasts by highlighting stories, features, projects, and special events across the Monadnock Region. (And they will be photographing the show!)

"Monadnock Hit & Run is all about celebrating cars and the people who love them," Johndrow said. "Their support helps us expand the reach of the show and connect even more deeply with our local automotive community."

Strengthening Community Partnerships

Both advertisers add meaningful value to the 2026 show by supporting local community events and helping build awareness for what's shaping up to be the biggest Monadnock Area Cars & Culture event yet.

The 2026 Car Show will take place on:

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Event Highlights Include:

- Dozens of stunning cars, trucks, bikes & specialty vehicles
- Touch-a-Truck
- Vendor marketplace & food trucks
- Live entertainment

- People's Choice voting
- Full awards ceremony

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Welcomes Service Credit Union as Newest Event Sponsor

Swanzy, NH — Monadnock Area Cars & Culture is excited to announce that **Service Credit Union** has joined the 2026 Monadnock Area Cars & Culture Car Show as an official sponsor. Known for its deep commitment to community development, financial empowerment, and charitable outreach across New Hampshire, Service Credit Union brings significant local impact and regional support to this year's growing event.

Service Credit Union's community arm, the **Service CU Impact Foundation**, is widely recognized for promoting community development through educational initiatives, affordable housing programs, and support for veterans, first responders, and families throughout the state.

"We are honored to welcome Service Credit Union as a sponsor," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Their commitment to strengthening New Hampshire communities aligns perfectly with our mission of bringing people together through shared passions, family-friendly experiences, and local partnership."

Through its foundation and community-focused programs, Service Credit Union regularly funds scholarships, grant programs, and charitable events that make a lasting difference in the lives of

residents across the Granite State. Their ongoing efforts support education, housing stability, and vital resources for veterans and military families.

“Service Credit Union is proud to support the Monadnock Area Cars & Culture Car Show,” stated a Service Credit Union representative.

The Monadnock Area Cars & Culture Car Show will be held on **May 17, 2026**, at the **Cheshire Fairgrounds** in Swanzey, NH. With exhibitors, food vendors, family-friendly activities, live entertainment, and community partners from across the region, this year’s event promises to be the most exciting yet.

Event Highlights Include:

- Cars, trucks, motorcycles & custom vehicles
- Touch-a-Truck area
- Entertainment & demonstrations
- Food trucks and local vendors
- Awards ceremony & People’s Choice voting
- Ribby from the Swampbats

About Service Credit Union

Service Credit Union supports New Hampshire communities through financial services, volunteerism, charitable giving, educational programs, and the efforts of the Service CU Impact Foundation, which advances affordable housing, education, and support for veterans and first responders.

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Sources: [\[servicecui...dation.org\]](#), [\[cuinsight.com\]](#) [\[servicecui...dation.org\]](#)

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Welcomes Savings Bank of Walpole as a 2026 Event Sponsor

Swanzey, NH — Monadnock Area Cars & Culture is proud to announce that **Savings Bank of Walpole (SBW)** has joined the 2026 Monadnock Area Cars & Culture Car Show as an official sponsor. As the only bank headquartered in Cheshire County and a longstanding community pillar for over 150 years, SBW brings deep regional commitment and a strong tradition of local support to this year's event.

Founded in 1875, Savings Bank of Walpole has consistently prioritized community involvement, financial well-being, and local partnership. The bank is widely recognized for putting community first, reinvesting profits locally, and supporting hundreds of organizations and initiatives throughout the Monadnock Region. With programs such as the SBW 150 Good Deeds initiative—launched in celebration of their 150th anniversary—SBW continues to make a meaningful difference through acts of service, philanthropy, and volunteerism.

"We're thrilled to welcome Savings Bank of Walpole to our growing family of sponsors," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Their leadership in community engagement and local support aligns perfectly with our event's mission: to bring people together, celebrate regional culture, and strengthen the community we all share."

Savings Bank of Walpole's reputation as a truly local bank, offering a full range of financial services while keeping decisions and investments within the community, makes their sponsorship especially meaningful. As a mutual savings bank, SBW continues to serve more than 24,000 customers and supports numerous nonprofits, youth programs, and community service initiatives across the region.

"Supporting events like the Monadnock Area Cars & Culture Car Show is a natural extension of our commitment to the communities we serve," said a representative of Savings Bank of Walpole.

The **Monadnock Area Cars & Culture Car Show** will take place on **May 17, 2026**, at the **Cheshire Fairgrounds** in Swanzey, NH. This year's event will feature a wide variety of vehicles, local vendors, live entertainment, family-friendly activities, and special guest appearances.

Event Highlights Include:

- A diverse showcase of cars, trucks, motorcycles & specialty vehicles
- Touch-a-Truck family experience
- Food trucks and local vendors
- Demonstrations
- People's Choice voting
- Awards ceremony and raffle

About Savings Bank of Walpole

Savings Bank of Walpole is the region's only locally headquartered bank, offering financial services for individuals, families, and businesses while reinvesting profits directly back into the community. SBW supports charitable organizations, youth programs, and community events throughout the Monadnock Region, embodying its guiding motto: **"We put community first."**

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Sources: [[business.g...adnock.com](#)] [[keenenh.gov](#)] [[mykeenenow.com](#)], [[keenesentinel.com](#)]

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Welcomes Monadnock Speedway as an Official 2026 Event Sponsor

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce that **Monadnock Speedway** has joined the 2026 Monadnock Area Cars & Culture Car Show as an official sponsor. Known throughout New England as one of the region's premier short-track racing destinations, Monadnock Speedway brings decades of motorsports heritage, community engagement, and regional pride to this year's event.

Founded in **1971**, Monadnock Speedway—often referred to by its nickname, "**Mad Dog**"—has been a staple of New Hampshire racing culture for more than 50 years. The high-banked ¼-mile asphalt oval in Winchester, NH, has hosted events for major touring series including the **NASCAR Whelen Modified Tour**, the Granite State Pro Stock Tour, NEMA Midgets, and other regional racing leagues. The track has undergone significant improvements since its acquisition by current owner **Norman Wrenn Jr.** in 2018, including full repaving and new grandstands.

"We are incredibly proud to welcome Monadnock Speedway as a sponsor," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Their deep roots in the region and commitment to providing exciting, family-friendly entertainment make them a perfect partner for our event. Monadnock Speedway represents the very best of local motorsports culture."

Monadnock Speedway continues to draw fans from across New England to its packed racing schedule each spring through fall. The track's weekly divisions, special touring events, and community-oriented programming—such as the newly launched **Monadnock Speedway Kids Club** for the 2026 season—demonstrate its dedication to supporting families and expanding the local motorsports community.

"Monadnock Speedway is thrilled to support the Monadnock Area Cars & Culture Car Show," said a track representative.

The **Monadnock Area Cars & Culture Car Show** will take place on **May 17, 2026**, at the **Cheshire Fairgrounds**, featuring a full day of vehicles, food, family activities, local vendors, music, awards, and special guest appearances.

Event Highlights Include:

- Car, truck, motorcycle & specialty vehicle showcase
- Touch-a-Truck experience
- Entertainment & demonstrations
- Food trucks & vendor marketplace
- People's Choice voting & awards ceremony

About Monadnock Speedway

Monadnock Speedway is a ¼-mile high-banked asphalt oval located in Winchester, NH. Opened in 1971, the track has hosted decades of competitive racing and continues as part of the **NASCAR Advance Auto Parts Weekly Series**. Its modernized facilities and diverse event schedule make it one of New Hampshire's most popular racing destinations.

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Sources

[nascar.com], [monadnockspeedway.com]

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Launches Bumper Sticker Spotting Program — Get a FREE Admission!

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce a fun new way for the community to get involved ahead of the **2026 Monadnock Area Cars & Culture Car Show**. Introducing our **Bumper Sticker Program** — a unique chance for families and car lovers to earn **FREE admission** just by spotting one of our official event bumper stickers around town.

How It Works

1. **See a bumper sticker? Snap a photo!**
If you spot a Monadnock Area Cars & Culture bumper sticker on a vehicle, grab a quick picture of it.
2. **Scan the QR code on the sticker**
Each sticker includes a built-in QR code and a unique code beneath it.
3. **Visit our website**
Go to **MonadnockAreaCarsCulture.com**, enter the code you found, and redeem your reward.
4. **Get FREE admission!**
Your code grants **one free admission per family** to the 2026 Car Show.

This program is our way of spreading excitement, rewarding community engagement, and adding a little adventure to your daily routine.

Event Admission Details

- **Adults:** \$5
- **Children under 12:** FREE
- **Bumper Sticker Reward:** One **FREE family admission** per unique code

“Community is at the heart of everything we do,” said **Lee Johndrow**, Event Organizer. “This bumper-sticker program lets people have a little fun leading up to the event while giving families a great reason to join us at the show. Keep your eyes open—you never know where you’ll spot one!”

Why We’re Doing It

The Bumper Sticker Program is designed to:

- Build community excitement
- Encourage people to explore local neighborhoods
- Reward supporters and families
- Spread the word about the upcoming May 17th event

Save the Date

Monadnock Area Cars & Culture Car Show

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Car Show Has Charity Partner

A Day of Cars, Community, Family Fun, and Local Impact Benefiting PN4UINC

Swanzy, NH — Monadnock Area Cars & Culture proudly announces the **Monadnock Area Cars & Culture Car Show** on **May 17, 2026**, hosted at the **Cheshire Fairgrounds**, 247 Monadnock Highway in Swanzy, NH. This year's event brings together automotive enthusiasts, families, local businesses, and community organizations for a full day of excitement, connection, and charitable impact.

A portion of all proceeds will benefit **PN4UINC (PN4UINC.org)**, a local nonprofit dedicated to providing positivity and resilience education to children while supporting uplifting community events.

A Mission-Driven Community Event

"Our goal has always been simple—bring people together around the shared love of cars, trucks, and motorcycles while strengthening community ties," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "This year we're proud to partner with PN4UINC. Their mission of empowering kids through positivity and resilience aligns beautifully with the kind of environment we want to create—one where families feel welcome, inspired, and connected."

Representatives from PN4UINC expressed their excitement about the partnership as well.

"This event allows us to reach more families and continue spreading our message of hope and encouragement," said a PN4UINC spokesperson. "We're thrilled to partner with Monadnock Area Cars & Culture. Every vehicle entered and every ticket sold helps us continue providing resources and programming that support the well-being of children across the region."

2026 Event Schedule

8:00 AM — Vehicle Setup & Positioning

Exhibitors arrive; final detailing begins. Food vendors open and media check-in starts. Professional photography area available.

9:00 AM — Public Gates Open

Guests arrive, vendor booths open, and live music begins.

10:00 AM — Judging Begins

Judges evaluate entries on condition, originality, presentation, and category criteria.

12:00 PM — Lunch Break & Free Time

Browse vendors, enjoy food trucks, explore cars, and connect with other enthusiasts.

1:00 PM — People's Choice Voting

Spectators cast their votes. Raffle ticket sales continue. Special speakers and demos featured.

2:00 PM — Awards Ceremony

Category winners announced, People's Choice revealed, raffle prizes awarded, and media photo opportunities.

3:00 PM — Event Concludes

Safe departure and closing announcements.

Featured Attractions

- A wide variety of cars, trucks, bikes & motorcycles
- Delicious food from local food trucks
- **Touch-a-Truck** for families
- Vendor booths, demonstrations & live entertainment

"Whether you're a lifelong car lover or just looking for a fun, family-friendly day out, there is something here for everyone," Johndrow added. "We want every guest—young or old—to walk away with a great memory."

Registration & Tickets

- **Exhibitors, Vendors & Sponsors:** Register now at [MonadnockAreaCarsCulture.com](https://www.monadnockareacarsculture.com)

- **Tickets:** \$5 per person
- **Children under 12:** Free

Media Opportunities

Press check-in begins at **8:00 AM** with dedicated photography opportunities, interviews, and full access throughout the day.

Partner Spotlight: PN4UINC

PN4UINC is a local nonprofit committed to supporting children by offering programs rooted in positivity, encouragement, and resilience. Through community partnerships and public events, PN4UINC works to inspire confidence and emotional well-being in the next generation.

Contact Information

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Call to Action

Car owners: **Register your vehicle today!**

Sponsors & advertisers: **Connect with us to get involved.**

Vendors: **Reserve your spot early.**

Families & spectators: **Mark your calendars for an unforgettable day celebrating cars, community, and culture.**

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FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Car Show Returns May 17, 2026

Now Featuring New Sponsors Summit Racing Equipment and PoshHaus

Swanzey, NH — Monadnock Area Cars & Culture proudly announces the return of the **Monadnock Area Cars & Culture Car Show** on **May 17, 2026**, at the **Cheshire Fairgrounds**, 247 Monadnock Highway in Swanzey, NH. This year's event is shaping up to be the most dynamic yet, bringing together automotive enthusiasts, families, local organizations, and top-tier sponsors for a day of community, culture, and celebration.

The 2026 show will also continue its mission of giving back, with a portion of proceeds benefiting **PN4UINC**, a local nonprofit supporting children through programs centered on resilience, positivity, and emotional well-being.

A Growing Event with Growing Support

"We are blown away by the growth of this event and the incredible enthusiasm coming from the community," said **Lee Johndrow**, Event Organizer for Monadnock Area Cars & Culture. "Each year, we want to get bigger, more diverse, and more meaningful. We're thrilled to see families, car lovers, and local businesses stand behind our mission—and this year's new sponsors take us to an exciting new level."

NEW SPONSORS ANNOUNCED

Summit Racing Equipment – Official Performance Parts Sponsor

Summit Racing Equipment, known nationwide as *The World's Speed Shop*®, joins the show this year as a featured sponsor.

“Supporting grassroots automotive culture has always been part of who we are,” said a Summit Racing representative. “Events like the Monadnock Area Cars & Culture Car Show are where passion begins—where future builders, racers, and enthusiasts get inspired. We’re proud to partner with an event that celebrates the automotive world in such an inclusive and community-driven way.”

PoshHaus – Local Home Design & Lifestyle Sponsor

PoshHaus, a Keene-based online retailer offering high-quality kitchen, bath, hardware, and home décor products, has also signed on as a 2026 sponsor.

“PoshHaus is thrilled to support an event that brings people together right here in our own backyard,” said a PoshHaus representative. “Community matters to us, and the atmosphere at this show—family-friendly, energetic, and welcoming—reflects the same values we bring to our customers every day. We’re excited to become part of such a positive local tradition.”

Charity Partner: PN4UINC

PN4UINC returns as the charitable partner for 2026. The organization provides encouragement-driven programming that empowers children through positivity, confidence-building, and resilience-focused education.

“This is more than a car show—it’s an opportunity to lift up the community,” Johndrow added. “Our partnership with PN4UINC ensures that the energy of this event reaches local kids who need support and encouragement the most.”

2026 EVENT SCHEDULE

8:00 AM — Vehicle Setup & Media Check-In

Exhibitors position vehicles; vendors open; press access and photo ops begin.

9:00 AM — Public Gates Open

Live music, vendors, food trucks, and exhibitors all fully operational.

10:00 AM — Official Judging Begins

Judges assess vehicles for condition, originality, and category excellence.

12:00 PM — Lunch Break / Free Exploration

Guests enjoy food trucks, vendors, networking, and family attractions.

1:00 PM — People's Choice Voting Opens

Spectators vote for their favorite vehicle; demonstrations and guest speakers featured.

2:00 PM — Awards Ceremony

Category winners announced; People's Choice revealed; raffle drawings.

3:00 PM — Show Concludes

Thank you announcements and safe departure for all participants.

Family-Friendly Attractions

- Wide variety of cars, bikes, and trucks
- **Touch-a-Truck** interactive experience
- Delicious food trucks and local vendors
- Live entertainment and special demonstrations

Registration & Tickets

- **Exhibitors, Vendors & Sponsors:** Register now at MonadnockAreaCarsCulture.com
- **Tickets:** \$5 per person
- **Children under 12:** Free

Media Information

Media check-in begins at **8:00 AM**, with full access to show activities, judging, special demonstrations, and exclusive photography opportunities.

Contact

Lee Johndrow

Monadnock Area Cars & Culture

Phone: **802-384-3993**

Email: sales@monadnockareacarsculture.com

Website: www.monadnockareacarsculture.com

Call to Action

Car owners, **register your vehicle today!**

Vendors, sponsors, and advertisers—**join us this year and be part of the excitement!**

Families and spectators—**mark your calendars for May 17, 2026**, and get ready for a day of fun, food, and fantastic cars.

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FOR IMMEDIATE RELEASE

Ribby the Keene SwampBats Mascot to Make Special Appearance at the Monadnock Area Cars & Culture Car Show

Swanzey, NH — Monadnock Area Cars & Culture is excited to announce that **Ribby**, the beloved mascot of the **Keene SwampBats**, will make a featured appearance at this year's Car Show—bringing his signature energy, high-fives, and family-friendly fun to attendees of all ages. Ribby, known for being “nocturnal, friendly, outgoing, and generous with high fives and hugs,” is the largest bat on record and a fan favorite at community events throughout the Monadnock Region.

Ribby will arrive alongside the **SwampBats' iconic purple car**, offering guests a unique opportunity for photos and meet-and-greet moments with one of the region's most recognizable mascots.

A Community Appearance to Remember

“We're thrilled to welcome Ribby to the car show,” said event organizer **Lee Johndrow**. “His presence brings an extra layer of excitement and makes the event even more special for kids, families, and baseball fans alike. Pairing Ribby with the SwampBats purple car is a perfect nod to local pride.”

Ribby is deeply woven into the SwampBats' community work, visiting events across the region and engaging with families, children, and baseball fans. His appearance at the car show continues the SwampBats' longstanding commitment to community engagement, including programs such as *Reading with Ribby*, which has become a cornerstone of local youth literacy efforts.

Event Details

Monadnock Area Cars & Culture Car Show

 **May 17, 2026**

 **Cheshire Fairgrounds – Swanzey, NH**

Highlights of the day include:

- Ribby meet-and-greet sessions

- The SwampBats purple car on display
- Cars, trucks, bikes & Touch-a-Truck attractions
- Live music, food trucks & vendor marketplace
- Family-friendly entertainment throughout the day

About Ribby

Born in 1998, Ribby's favorite color is purple, he loves spending time with fans, and—when he's not cheering on the SwampBats—he's known for his love of reading and supporting youth programs. Ribby remains a community favorite thanks to his fun-loving personality and dedication to engaging with families across the region.

Join the Fun

Families, fans, and car enthusiasts are invited to come out, enjoy the show, meet Ribby, and celebrate community connections.

Media Contact

Lee Johndrow

Monadnock Area Cars & Culture

 802-384-3993

 sales@monadnockareacarsculture.com

 www.monadnockareacarsculture.com

2/7/26

FOR IMMEDIATE RELEASE

Monadnock Area Cars & Culture Car Show Returns May 17, 2026

A Full Day of Cars, Community, Food, Family Fun & Local Impact

Swanzey, NH — Monadnock Area Cars & Culture proudly announces the return of the **Monadnock Area Cars & Culture Car Show**, taking place **May 17, 2026** at the **Cheshire Fairgrounds**, 247 Monadnock Highway, Swanzey, NH.

This year's show promises to be the biggest and most community-driven event yet—bringing together car enthusiasts, families, local businesses, and area organizations for a day filled with automotive passion, great food, entertainment, and giving back.

Event Purpose & Mission

The Monadnock Area Cars & Culture Car Show is designed to **unite car, bike, and truck lovers of all backgrounds** in a **welcoming, family-friendly atmosphere**. The event celebrates the love of vehicles—cars, trucks, bikes, and beyond—while fostering community connections. Attendees will enjoy food trucks, kids' activities, entertainment, and opportunities to learn, share, and inspire the next generation of enthusiasts.

A portion of all proceeds will **benefit local charity PN4UINC**, furthering its mission of supporting children with positivity and resilience education and promoting positive community events..

Event Schedule — May 17, 2026

8:00 AM — Vehicle Setup & Positioning

All exhibitors arrive and stage vehicles. Final detailing.
Food vendors begin serving. Professional photography area opens.

9:00 AM — Public Gates Open

Spectators enter. Vendor booths fully operational.
Live music begins on the main stage.

10:00 AM — Judging Begins

Judges evaluate vehicles across all categories based on condition, originality, and presentation. Vehicles must remain in place during judging.

12:00 PM — Lunch Break & Free Time

Judging concludes.

Guests may enjoy food trucks, shop vendors, network, and explore the show.

1:00 PM — People's Choice Voting

Spectators cast votes for the People's Choice Award.

Raffle sales continue.

Special speakers and live demonstrations.

2:00 PM — Awards Ceremony

Winners announced across all categories.

People's Choice winner revealed.

Raffle drawings and photo opportunities.

3:00 PM — Event Concludes

Safe departure for all.

Attendees encouraged to follow MACC on social media for event photos and updates.

Featured Attractions

- Incredible cars, trucks, and motorcycles
- Delicious food from local food trucks
- Family-friendly **Touch-a-Truck**
- Vendor booths, demonstrations & live entertainment

Participating Groups

Local car clubs • Automotive vendors • Manufacturers • Community organizations • Sponsors

Registration & Tickets

- **Exhibitors, vendors, and sponsors:** Register now at MonadnockAreaCarsCulture.com
- **Tickets:** \$5 per person
- **Children under 12:** Free admission

Media Opportunities

Press check-in begins at **8:00 AM**.

Dedicated photography opportunities and media access available throughout the day.

Contact Information

Lee Johndrow

Phone: **802-384-3993**

Email: sales@monadnockareacarsculture.com

Website: www.monadnockareacarsculture.com

Call to Action

Car owners: Register your vehicle today.

Sponsors & advertisers: Connect with us through our website to get involved.

Vendors: Apply early to secure your spot.

Families & spectators: Mark your calendar and plan for an unforgettable day celebrating cars, community, culture, and fun!