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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.

Media Contact

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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