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Northwest Deuce Days returns to Greater Victoria July 18-21

VICTORIA, B.C. – For the first time in three years, Northwest Deuce Days returns to Greater Victoria. Northwest Deuce Days began in 1998 and attracts classic car owners from across North America and around the world. Spectators have the unique opportunity to view almost 1,400 spectacular pre-1952 collector vehicles. Northwest Deuce Days is also the largest gathering of “Deuces” in the world - welcoming a record of over 600 Deuces this year. A Deuce is a hot rod produced in 1932, which enthusiasts simply call a Deuce after the “2” in 1932; the 1932 Ford being the most popular and recognizable Deuce. This year, Destination Greater Victoria has also deepened its partnership through sponsorship and operational support of Northwest Deuce Days.

“Northwest Deuce Days takes place every three years and is a highly anticipated event for both visitors and locals alike” said Al Clark, Director of Northwest Deuce Days. “Classic car and Deuce owners are passionate about their vehicles. They love to reconnect and share stories about their cars. The crowds and local support are amazing, and we look forward to another successful event.”

“An event like Northwest Deuce Days brings a vibe and energy to Greater Victoria that few other events can create” said Paul Nursey, CEO of Destination Greater Victoria. “The community is genuinely excited to see the classic cars and Deuces, and our warm and welcoming community is the perfect place to host an event that attracts international visitors.

Taking place from July 18-21, this year’s Northwest Deuce Days is the ninth edition and will be the largest event to date. Owners and attendees will share their passion for classic cars and Deuces over four days. Events include an arrival ceremony of classic cars at the Inner Harbour on Thursday, July 18, a “poker run” where participants draw cards as they drive from one Greater Victoria landmark to the next for cash prizes on Saturday, July 20, the Gala Dinner at Victoria Conference Centre on Saturday, July 20, and Northwest Deuce Day on Sunday, July 21, where classic cars and Deuces will be staged throughout the iconic Inner Harbour and Legislature Grounds. Northwest Deuce Day is on the final day of the event and is affectionately known as “The Big One.” It welcomes crowds in the tens of thousands - both locals and visitors alike. Northwest Deuce Days is also an important economic driver, supporting the Greater Victoria tourism and small business sectors.

Further information on Northwest Deuce Days can be found at: www.northwestdeuceday.com

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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