

FOR IMMEDIATE RELEASE

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The Milwaukee Masterpiece.....A Duesey of a Show!

The Milwaukee Masterpiece, a full weekend of automotive events, will take place at Veterans Park August 21 – 22, 2010. The annual event raises funds for the programs and services of Jewish Family Services.

Duesenberg is this year's Featured Marque and Wisconsin natives Joe Kaufmann and Ray Wolff will be honored for their achievements in preserving both the Duesenberg legend and the vehicles themselves in the early years of the car collecting hobby.

The Milwaukee Masterpiece chairman, Leon Flagg states, "We are passionate about great cars and we are indebted to Joe Kaufmann and Ray Wolff. When Milwaukee celebrates the Duesenberg, it's with great joy that we take the opportunity to pay our sincere thanks to the Wisconsin natives who preserved a *duesey* of a legacy."

The Masterpiece weekend features two days of collectible vehicles, including both cars and motorcycles. Club Day on Saturday, August 21 is a showcase of over 35 regional and national car and motorcycle clubs exhibiting their membership's finest. Sunday's Concours d'Elegance is a gathering of 175 rare vintage vehicles selected for their beauty, individuality or historic importance.

In addition to several Duesenbergs on display at the concours d'elegance on Sunday August 22, the Masterpiece will celebrate Alfa Romeo's centennial and the 75th anniversary of British marque HRG. Due to the wildly successful Ferrari Featured Marque presentation in 2009, the concours will have a yearly class of Ferrari. The Masterpiece is only the second concours in America to do so.

A daily seminar held at the main stage entitled 'Let Me Tell You About My Car' gives attendees the opportunity to learn more about the history and significance of an owner's 'prized possession'.

Delicious food is available for purchase from Bar Louie, as well as beer from Milwaukee Ale House and wine from Thief Wine.

As recognition of the Masterpiece increases, so does the appreciation for JFS' 143 year history of providing comprehensive social services in the community.

"This weekend event isn't just about the rare automobile but also about helping individuals, families and children in the Milwaukee area," says Sylvan Leabman, JFS President/CEO. "Thanks to the generosity of the car collectors, as well as the community participants, the lives of those in need will be dramatically improved."

For a sense of the quality and rarity of the vehicles that have been invited to participate in years past, please visit the event website at www.milwaukee-masterpiece.com.

For more information on this year's event call 414.225.1344 or visit www.milwaukee-masterpiece.com

The Milwaukee Masterpiece at a Glance

Saturday, August 21st Club Day

Sunday, August 22nd Concours d'Elgance

Pre-Sale Ticket Sales if purchased before August 1st

\$10 for a one-day pass (Saturday OR Sunday)

\$15 for a two-day pass

\$20 for a two-day pass or \$15 each day if purchased at the gate.

Children under 12 get in FREE when accompanied by an adult

Benefiting Non-Profit Organization

The Milwaukee Masterpiece benefits JFS, Inc., a 143 year-old comprehensive social services agency that assists individuals of any race, religion, income or lifestyle. JFS provides meals to homebound elderly; counseling for children, adults and families in distress; support to individuals with mental illness; and teaches life skills to those living with developmental disabilities - regardless of their ability to pay. For more information about these programs, please visit www.jfsmilw.org.