



City of Yakima

News Release

Subject: 2018 Second Saturday Cruisin' The Ave Events

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Second Saturday Cruisin' The Ave Returns to Downtown Yakima

As it has for more than a decade, Downtown Yakima will again play host to several modern-day "Cruisin' The Ave" events this summer that harken back to a once bygone era.

Free, family-friendly Second Saturday Cruisin' The Ave events will take place on four Saturdays this summer - June 9th, July 14th, August 11th, and September 8th. The City of Yakima, in partnership with the Downtown Association of Yakima ("DAY"), is hosting the events, which will allow cruising on Yakima Avenue between 6th Street and 7th Avenue from 6:00 pm to 10:00 pm each of the four nights.

"The cruising events are like a flashback in time that provides a chance to relive a part of our community's past," said Economic Development Manager Sean Hawkins. "They are great opportunities to see your neighbors, interact with the community, and watch cool cars go by."

For generations of Yakima Valley teenagers, cruising Downtown Yakima was a tradition. Driving up and down Yakima Avenue, meeting friends, showing off cars, and just hanging out were all part of cruisin' the Ave.

DAY, which is partnering with the City to put on the Second Saturday Cruisin' The Ave events, is a private, nonprofit organization committed to the preservation, development, marketing and promotion of Downtown Yakima through focused efforts to build and maintain public and private partnerships that will foster financial and creative investments in our future while embracing and celebrating our history.

For more information about DAY and its efforts to make Downtown Yakima a prime Northwest destination, click on the following link to see the organization's official website -

<https://downtownyakima.com/>.