



FOR IMMEDIATE RELEASE

Contact: Valerie Brown

904-636-7475

vbrown@ameliaconcours.org

**AMELIA ISLAND CONCOURS d'ELEGANCE
FOUNDATION ANNOUNCES ADDITION**

Expands Staff, Realigns Duties To Handle Show's Phenomenal Growth In Recent Years

JACKSONVILLE, FL; July 14, 2004 -- The Amelia Island Concours d'Elegance Foundation, Inc. has named Christopher Hoyt to the newly created position of Director of Operations. Valerie Brown, a four-year member of the Concours staff, was named Director of Sponsorships & Media Relations.

Hoyt's addition to the full-time staff is due to the growth of the show and its supporting events, which now includes a classic car auction and two full days of activities culminating with the innovative vintage auto show. According to Bill Warner, show founder and foundation chairman, "Our tremendous growth pace in recent years made us quickly realize that we needed to add another professional to the team. This move ensures that we will continue to put on a worldclass event by properly staffing up to handle the many responsibilities that go into making the Amelia Island Concours a success."

Warner adds, "Chris' background in both the advertising agency and corporate environments is an ideal fit for the Concours' operational needs. He has also been a volunteer from day one, so he is very familiar with the inner workings of the event. Valerie was our first full-time employee and she has excelled in bringing top-tier sponsors, and generating local and national media converge. It's a powerful team with a lot of energy and experience."

With its unique themes and automotive diversity, the Amelia Island Concours d'Elegance is recognized today as one of the country's top automotive events and will celebrate its 10th anniversary in 2005. The Foundation recently presented a check for \$100,000 to Community Hospice of Northeast Florida, Inc., bringing the total monies donated to this organization to \$1.3 million.

The Amelia Island Concours d'Elegance is one of the nation's most innovative vintage auto shows featuring over 250 rare classics from seldom-seen private collections nationwide. The show is scheduled for March 11-13, 2005, on the grounds of The Ritz-Carlton. For more information, visit www.ameliaconcours.org or call 904-636-0027.

####