



News Release

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Mecum Auctions returns this July to PA Farm Show Complex & Expo Center, adding antique tractors to collector cars & vintage cycles

Regional Visitors Bureau reported Mecum Auctions within Top 5 Events for Economic Impact for the Hershey Harrisburg Region and sixth largest event at the PA Farm Show Complex & Expo Center in 2014.



Mecum Auctions – Harrisburg, PA

PA Farm Show Complex & Expo Center

July 30 – August 2, 2015

Harrisburg, PA (July 6, 2015) – [Mecum Auctions](#) recently announced their four-day auction at the Pennsylvania Farm Show Complex & Expo Center ([FSC](#)) in Harrisburg will include the addition of approximately 200 vintage and collectible tractors to the traditional 1,000 collector cars and 200 vintage motorcycles. This is the first time Mecum will feature all three categories during the same auction at one venue.

This will be the second year [in Harrisburg](#) for Mecum Auctions, considered the world leader of collector car, vintage and antique motorcycle, and Road Art sales. The Harrisburg auction is one of 24 auctions on the 2015 Mecum Auctions' calendar and the only event taking place in the region.

Mecum's first Harrisburg show in [2014](#) captured the attention of collector car enthusiasts from throughout the Mid-Atlantic and New England area with consignments from 32 states. The inaugural event achieved a 70-percent sell-through rate and more than \$20 million in total sales, according to Mecum officials. The event also broke Mecum records for attendance at a first-time show location.

"We're grateful for the reception that we received from the Hershey Harrisburg Region ([HHR](#)) last year and are well on our way to presenting another exciting event this year," said Dana Mecum, President and Founder of Mecum Auctions. "There's a [long-standing](#) passion for collector cars in the area and we're looking forward to adding antique tractors to the mix of cars and motorcycles that should enhance the event's regional draw and the 'Mecum Experience' in Harrisburg."

A recent report issued by the Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) listed Mecum Auctions among the region's Top 10 events in 2014. According to that report, Mecum ranked as the fifth largest event at the FSC in 2014 for contributing an estimated \$10.5 million to the regional economy. The outpouring of support from fans for its inaugural year in the Hershey Harrisburg Region also earned Mecum sixth place for overall attendance, according to the bureau [report](#).

"Mecum Auctions is a powerhouse for our region's economy," said Mary Smith, President/CEO of the HHRVB. "In addition to the event attracting an audience of 20,000 fans to the PA Farm Show Complex & Expo Center in Harrisburg over several days, the hours of coverage on the NBC Sports network put our name out to the world."

This year NBC Sports Network will broadcast a total of 18.5 hours of auction coverage including 5.5 hours live and a live stream of the entire auction will be presented at Mecum.com.

BROADCAST SCHEDULE ([NBCSN](#)) - (Eastern Standard Time):

Thursday, July 30	8-10 p.m. (Same Day Delay),
Friday, July 31	12:30- 4:30 p.m. (Live) and from 8:30 p.m. to 1 a.m. (Same Day Delay),
Saturday, Aug. 1	10-11:30 a.m. (Live) and from 6-7:30 p.m. (Same Day Live),
Sunday, Aug. 2	8:30-11:30 p.m. (Next Day Delay),
Thursday, Aug. 6	8-10 p.m. (Delayed).

This year’s collector car auction will take place Thursday, July 30 thru Saturday, August 1. Approximately 200 vintage and collectible tractors will cross the auction block on Saturday, August 1, and an estimated 200 motorcycles will be auctioned on Sunday, August 2, 2015. An assortment of more than 150 tin and neon signs will also be offered throughout the four-day auction.

Doors open daily at 8am with the auction to begin at 10am from Thursday - Saturday, and at 11am on Sunday. All consigned cars, motorcycles and tractors will be accessible for viewing by ticketed customers before they reach the auction block.

SHOW SCHEDULE:

Event:	Mecum Harrisburg Auction
Dates:	Thursday, July 30 thru Sunday, August 2, 2015
Where:	Pennsylvania Farm Show Complex and Expo Center, 2300 North Cameron Street, Harrisburg, PA 17110
Cost:	\$25 per person, per day; children 12 and younger receive complimentary admission
Preview:	Gates open daily at 8am
Auction:	Vehicles start at 10am daily with Road Art a half-hour prior Motorcycles start at 11am on Sunday, August 2

The auction is open to buyers, sellers and spectators. Bidder registration is \$100 and includes admission for the bidder and one guest for all four auction days. Registration can be done in advance at [Mecum.com](#) or on-site at the auction. General admission tickets are available at the gate for \$25 per person, per day, and children 12 and younger receive complimentary admission.

Visit [www.Mecum.com](#) or call (262) 275-5050 for more information on an upcoming auction, to consign a vehicle, or to register as a bidder. A complete list and daily updates of consigned cars including photos and descriptions of each lot to be offered at the Mecum Harrisburg auction and all other Mecum Auctions is also available at [Mecum.com](#).

Featured consignments include a 1970 Ford Mustang Boss 429 Fastback (Lot S28), a 2006 Lamborghini Gallardo Spyder (Lot S112), a 1969 Chevrolet Yenko Chevelle (Lot S110) and two 1968 Shelby GT500KRs—a convertible and a fastback (Lots S25 and S26, respectively).

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MEDIA INTERVIEWS

Mary Smith, President/CEO of the Hershey Harrisburg Regional Visitors Bureau is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact Rick Dunlap, Public Relations Director at Rick@HersheyHarrisburg.org or by cell 717.884.3328.

ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania’s Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International ([DMAI](#)) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](#) or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.

ABOUT MECUM AUCTIONS

Nobody sells more than Mecum. Nobody. The Mecum Auction Company is the world leader of collector car, vintage and antique motorcycle, and Road Art sales, hosting auctions throughout the United States. The company has specialized in the sale of collector cars for 28 years, now offering more than 15,000 vehicles per year and averaging more than one auction each month. Established by President Dana Mecum in 1988, Mecum Auctions remains a family-run company headquartered in Walworth, Wis. For further information, visit [Mecum.com](#) or call (262) 275-5050. Follow along with Mecum’s social media news and join us on Facebook, Twitter, YouTube, Pinterest and Instagram.