

Allison Rohrbaugh, Marketing & Communications Manager  
Email: [Allison@hhsportsandevents.com](mailto:Allison@hhsportsandevents.com)  
Cell: 717 580 9396  
[www.hhsportsandevents.com](http://www.hhsportsandevents.com)

## MECUM REPORTS \$20 MILLION IN SALES FOR HARRISBURG SHOW

20,000+ ATTENDEES, CONSIGNORS & BIDDERS  
ATTENDED THE 3-DAY AUTO AUCTION



For Immediate Release

(Harrisburg, PA ) -- Mecum Auctions' 4th trip to the Pennsylvania Farm Show Complex & Expo Center was another huge success. The company reports \$20 million in sales, with the highest bid coming in at \$415,000 for a 1970 Plymouth Hemi Superbird. The event took place August 3-5.

More than 20,000 people including spectators, bidders and consignors attended the event August 3-5. *"We couldn't be happier to have Mecum Auctions as an ongoing event partner in our region,"* said Hershey Harrisburg Sports & Events Authority Executive Director Gregg Cook. *"The Mecum team does an incredible job to put on a world-class event, and the Hershey Harrisburg region will reap the benefits of more than **\$6 million** in overall economic impact from this year's show."*

*"We are very happy with the success of our recent Harrisburg event and look forward to continuing to grow the event in the future,"* said Mecum Auctions CEO David Magers. *"The size and tremendous enthusiasm of the attendees at Harrisburg this year demonstrates the strong collector car culture in the area. We appreciate the opportunity to be a part of that culture and look forward to seeing our many friends in Harrisburg and the northeast at future events,"* Magers said.

While more than 600 bidders were from Pennsylvania, the numbers were strong from surrounding states as well, highlighted by New York (232), Maryland (168) and New Jersey (141). Twenty-five bidders traveled to Harrisburg from Florida. Overall, bidders and consignors registered from more than 20 states.

Mecum returns to Harrisburg for a 5th consecutive year August 2-5, 2018.

For complete Mecum Harrisburg 2017 results, sign up for the free InfoNet service offered at [Mecum.com](http://Mecum.com).

###

About Hershey Harrisburg Sports & Events Authority

HHSE is committed to promoting sports tourism and events initiatives in the Hershey Harrisburg Region, forging mutually beneficial partnerships with new and existing clients, supporting locally produced events to expand audiences, and driving economic development as it relates to sports and events tourism. HHSE is a division of Visit Hershey Harrisburg, which serves as the official non-profit partnership-based Destination Marketing Organization (DMO) for Dauphin and Perry Counties located in the Commonwealth of Pennsylvania.