

For Immediate Release

Contact: Jacci Woods
(313) 237-6714
Jwoods1@mccemail.com

Contact: Marjorie A. Staten
events@decisivemag.com

**MotorCity Casino Hotel
Proudly Hosts
The 16th Annual Urban Wheel Awards
SOUND BOARD
January 8, 2012**

DETROIT, MICH., November 3, 2011 - MotorCity Casino Hotel is proud to host the 16th Annual Urban Wheel Awards, at Sound Board on Sunday January 8, 2012. The 16th Annual Urban Wheel Awards (UWA) is a world-class awards show held during the North American International Auto Show (NAIAS). The festivities begin at 2:00 p.m. with a vehicle exhibit, followed by a reception at 4:00 p.m. to honor William "Bill" Perkins, the first African-American Chairman of the NAIAS. The celebrity Green Carpet and VIP reception follows at 5:30 p.m. and the awards show will take place from 7:00 – 9:00 p.m. An afterglow networking reception will conclude the evening.

The UWA is the only Official Multicultural Event held in conjunction with the NAIAS. The awards promote diversity inclusion in the nation's largest auto show and brings together celebrities, automotive executives, international media, government representatives and the multicultural community to celebrate diversity accomplishments in the automotive industry. The 16th Annual Urban Wheel Awards is the nation's only awards show that brings together celebrities, automotive executives, international media, government representatives and the multicultural community, to celebrate inclusion in the automotive industry.

Tickets (\$250.00, \$125.00 and \$75.00) are on sale now at all Ticketmaster locations and Ticketmaster.com. Tickets are also available through the MotorCity Casino Hotel Box Office Friday-Sunday. To charge tickets by phone, call (800) 745-3000.

SOUND BOARD, an intimate live performance venue is located at MotorCity Casino Hotel. The venue features four bars and several private suites that are available to create an unforgettable live entertainment event. Complimentary valet and convenient self parking is also available.

For more information about MotorCity Casino Hotel, or to make a hotel reservation, visit www.MotorCityCasino.com or call 1-866-STAY-MCC.

For more information regarding the 16th Annual Urban Wheel Awards please visit: www.urbanwheelawards.com

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