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**Model T Birthday Party (114 candles!)
September 25 at the Ford Piquette Avenue Plant Museum
*Free Model T Rides, Music, Food and Unique Shopping***

For Immediate Release:

DETROIT, (August 26, 2022) – The first of 15 million Model Ts rolled off the production line in 1908 at Henry Ford’s original Detroit factory at 461 Piquette Avenue. An unprecedented and revolutionary machine, the Model T helped make Detroit the Silicon Valley of its era and influenced automotive trends into the current century.

Detroiters can celebrate the car that put the world on wheels at the annual Model T Birthday Party on Sunday, September 25. The Ford Piquette Avenue Plant Museum will mark the occasion with free Model T rides, a vintage vehicle car show, live music, food, unique shopping, and fun and games for the kids from 10 a.m. to 5 p.m. Museum admission includes optional guided tours at 10 a.m., Noon, and 2 p.m. Tickets range from \$10 to \$17.

Through photographs, film, exhibits, original artifacts, and more than 60 rare vehicles, the Ford Piquette Museum brings to life the industrial, cultural, and social history of the City of Detroit just after the turn of the century. A cultural anchor in Detroit’s Milwaukee Junction neighborhood, just east of the Fisher Building, the museum attracts over 30,000 people annually. This year, the anniversary of the “T” falls on the final day of the Detroit Auto Show. To accommodate out-of-town visitors, the museum will be open every day of the show, September 14 through 25, from 10 a.m. to 5 p.m. On September 25, the line for free “T” rides (subject to availability) will form near the museum’s main entrance on the west side of the building. The last ride will depart at 4 p.m. Outdoor activities will take place in the adjacent parking lot.

The first affordable, mass-produced car for everyday people, the Model T sparked a worldwide transformation in manufacturing, transportation, and urban planning, as well as social and cultural trends such as The Great Migration and the population shift from farms to cities. Piquette tells one of Detroit’s greatest origin stories – how natural resources, a talented workforce and existing industries combined to create the perfect incubator for innovation. This story includes the unparalleled Model T, but also other cars manufactured in Milwaukee Junction such as Detroit Electric, Cadillac, Regal, Studebaker and more. Located in the place where it all began, Piquette gives visitors of all ages a place to experience Detroit automotive history and better understand its relevance today.

Piquette is open year-round to the public, Wednesdays through Sundays, from 10 a.m. to 4 p.m. Tickets are \$17 for adults, and \$10 for students and youth. Children ages 4 and under are free. Optional guided tours take place daily at 10 a.m., 12 p.m. and 2 p.m. Private tours and school groups

are available by appointment. The museum is also a popular destination for weddings and corporate events of all sizes. The Museum Store offers a variety of automotive books, gifts, and collectibles, both onsite and online.

The Model T Birthday Party is sponsored by Absopure Water Company, Midwest Steel and WDET-FM. For a complete event schedule and to purchase tickets, visit www.fordpiquetteplant.org.

Museum admission tickets are also available at the door. For more information email piquetteplant@gmail.com or call (313) 872-8759.

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