

February 19,2009

## Mill Valley, California, renames itself *Mille Valley* to honor 19th running of California Mille

First, there was Hot Springs, New Mexico, that renamed itself Truth or Consequences in the 1950s to meet a challenge offered by radio host Ralph Edwards.

Now, Mill Valley, California, at the foot of the Bay Area's Mt. Tamalpais, will honor the 19th running of the California Mille by renaming itself *Mille Valley*.

Mayor Andrew Berman will greet the 75+ historic race cars of the California Mille on April 30 with an official name change Proclamation. Mille drivers will be welcomed to Mille Valley and invited to enjoy all that the town has to offer (largely redwood trees) for the entire duration of the name change: *one day*.

California Mille organizer Martin Swig will receive the Proclamation on behalf of the Mille, and present the Mayor with a variety of Mille pins, logo sweaters and trinkets equal in value to the Proclamation.

The public is invited to meet the drivers and see their cars atop San Francisco's Nob Hill on April 26 at the largest free car show of its kind in the U.S. The Mille departs on April 27 for a four-day, one thousand mile (mille) back road adventure through northern California, concluding with another free car show in Sausalito, California, on the shore of San Francisco Bay, on April 30.

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