

TO: Our Media Friends in Texas

FM: Mike Mottler, LCCA Media Guy Hm 501-327-8747

RE: News Release #2 (5W&H Advisory about LCCA Convention in Dallas/Grapevine, TX)

DT: Convention Event is Scheduled July 25 – 30, 2011

NOTE: **Yellow highlighting** indicates activities open to the public.

News info and sample hi-res photos can be downloaded at:

www.lionelcollectors.org (see News & Info > News Media Center)

WHO

Lionel Collectors Club of America (LCCA), an international club of about 7,500 model train hobbyists, collectors, and railfans.

WHAT

The week-long LCCA convention in Grapevine/Dallas, TX, will include several train-related excursion trips in the area, club business and social events, and a “State of the Hobby” seminar presented by executives of Lionel LLC. LCCA expects about 1,000 members and their families to attend this event and participate in activities.

The LARGE (18x40 feet, as big as a four-stall garage) Lionel-sponsored model train layout will be a major attraction presented free to the public. It will be in operation on Wednesday morning (July 27) through Saturday afternoon (July 30) in the lobby of the Hyatt Regency DFW at the airport. With 36 trains in action, it’ll be a great photo and video op. This “Gee Whiz!” train layout was designed and built in Dallas, TX, by T W Design.

The Train Show on Saturday (July 30) will be located in the host hotel and will contain about 150 tables of model trains, parts, and hobby accessories for sale. The public is invited to this show; adults pay \$5 admission with kids under 18 admitted free with a paying adult.

WHEN & WHERE

July 25-30 2011. The convention will be held at the Hyatt Regency DFW at the airport.

WHY

Although the fascination with model trains peaks during the holiday season, modern-era toy trains are interesting and fun year-round. Today’s models have realistic onboard digital sound effects including “cab chatter” between the engineer and dispatcher, hefty whistle sounds on steam locomotives and engine roar on diesel trains, and many other true-to-life sounds.

HOW

Many club members plan their annual vacation to include the convention at the designated host city. Grapevine/Dallas was selected as the convention site because of its railroad history, heritage, and resources.

LCCA INTERVIEWEE

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