

## **BIG BOY'S TOY STORE EVEN BIGGER THIS YEAR**

Over the course of the eight-year life of the Big Boy's Toy Store, collectors, hobbyists and racers alike have come to expect the latest and finest in hot rod, street rod and truck accessories all in the same spot. This year, in addition to the nearly 300 vendor booths represented, the Event will boast larger displays of national brand manufacturers such as Edelbrock and Flowmaster.

For the third year in a row, the Big Boy's Toy Store will occupy all 55,000 square feet of the Reno Events Center, filled with vendors from around these United States. This year however, East Coast vendors will command a larger presence than ever before.

"Vendors are looking for bigger venues and better bang for the buck this year," Bob Davies, the Big Boy's Toy Store Organizer said, noting that with the current economy Hot August Nights provides a large captive audience for a relatively low cost.

The Store has grown considerably since 2001 when it first began.

Previously located in a smaller venue with only 200 booths, the Reno Events Center affords vendors a greater opportunity to provide large displays and demonstrations as well as to feature more merchandise. Last year, event organizers added seminars for participants that covered a variety of topics and levels of expertise.

"It is a premier event on the West Coast," Davies said. "You really could build a car in that building."