

Las Vegas Concours d'Elegance™

FEATURING
THE HELENE AWARDS™



For Immediate Release:

Over 135 Exclusive Vehicles to compete for Inaugural Helene Awards at Las Vegas Concours d'Elegance

*LVCE rounds up the 2019 concours season in tribute to
one of the most influential women in the automotive world*

Photos available, [please click here](#)

LAS VEGAS – (August XX, 2019) – Rounding up the 2019 Concours d'Elegance season, the inaugural [Las Vegas Concours d'Elegance](#) (LVCE) looks to add unique features, displays and tributes that have never been seen before. Honoring one of the early pioneers in the automotive industry, LVCE has chosen Helene Rother to be the face of this prestigious award.

Helene Rother and her seven-year-old daughter, Ina, fled Nazi occupied France and later found refuge passage on a ship bound for New York City in 1941. By 1943, Ms. Rother found work at General Motors, after answering a newspaper classified ad placed by none other than designer Harley Earl. With her daughter in tow, she moved to Detroit and went to work on upholstery, lighting, door hardware and seat construction. She stayed at GM for four years as an automotive designer before opening her own design studio, Helene Rother Associates, specializing in automotive interiors, furniture and stained-glass windows. From 1948 to 1956, she styled the elegant interiors of most Nash Motors cars. Her most famous collaboration remains the Nash Healey, where she designed the interior, and Pininfarina designed the exterior

“Helene was a trailblazer for her time and we’re looking forward to honoring her legacy in the automotive industry,” said Stuart Sobek. “Designed in the likeness of Helene Rother, and constructed by the same organization who manufactures the Academy Awards “Oscar” statuette, the Helene Award is truly a work of art and it will be something that every collector will need to add to his collection. I can’t wait to see how the exhibitors react to the beautiful and timeless design of our award. We have already seen people break out in tears upon seeing her”.

Not only will the Helene Award be presented to each of the Best of Show Pre-War and Best in Show Post-War on Saturday, Oct. 26 at MacDonald Highlands on the Dragon Ridge Golf Course, but it will also be presented to three deserving innovators in the automotive industry for outstanding achievement in the design, development and future of the automobile. On Friday, October 25, during the opening night gala, Sheri Goldstrom will receive the very first Helene Award for her work with the Nostalgia Street Rods Museum in Las Vegas. Sheri has worked for the family-owned museum for more than 20 years, and Sheri prides herself on giving back to the community and supporting local non-profits including the Speedway Children’s Charity. Since 1999, Speedway Children's Charities Las Vegas has granted more

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than \$2.5 million to local children's causes throughout Southern Nevada. She works hard and she never stops giving.

In addition, Michael Furman will be presented a Helene Award for his outstanding work in automotive photography, and the ArtCenter College of Design will be presented a Helene Award for their contribution to Education.

LVCE will be held Oct. 25 through Oct. 28 and will feature a curated collection of approximately 135 vehicles at MacDonald Highlands on the Dragon Ridge Golf Course. In addition to the show on Saturday, Oct. 26, the four-day event will include an opening night gala at the Keep Memory Alive Event Center on Friday, Oct. 25, a Tour d'Elegance down the Las Vegas Strip on Sunday, Oct. 27 and a Concours-Dragon Ridge Fun Day of Golf by invitation on Monday, Oct. 28.

LVCE is also excited to announce that one of this year's Honorary Judges will be Keith Martin. As founder of Sports Car Market magazine, Keith has become an influential voice in the automotive industry and has emceed numerous concours including Pebble Beach, the Concours of America, and many other events.

For additional event information, or to purchase tickets, please visit lasvegasconcours.com. To stay up-to-date with LVCE, follow us on [Facebook](#) and [Instagram](#) at @lasvegasconcours. To get a feel for what is to come, [please watch here](#). For press inquiries or for credentials during the event, please reach out to the media contact below.

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ABOUT LAS VEGAS CONCOURS D'ELEGANCE (LVCE)

In the inaugural year, the 2019 Las Vegas Concours d'Elegance brings the historic automobile show to the entertainment capital of the world. LVCE exhibits nearly 25 classes of rare and unique automobiles invited from around the world, most never before shown in Las Vegas. The four-day event will be hosted at some of Las Vegas' most prestigious locations including, the Keep Memory Alive Event Center, Dragon Ridge Golf Course at MacDonald Highlands and the iconic Las Vegas Strip. Proceeds from ticket sales for the Opening Night Gala will benefit the Tech Force Foundation, helping techs learn skills and gain employment. Proceeds from the Concours-Dragon Ridge Fun Day of Golf will benefit the LVCE/ArtCenter Scholarship Fund.

For more information, visit lasvegasconcours.com or follow LVCE on [Facebook](#) and [Instagram](#).

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