



Press Release

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For Immediate Release

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With A World Record in Sight, The Music Continues

Ferndale, Michigan - The Assembly Line Concert, the musical marathon paying homage to Detroit automakers, entered an extended run today, continuing beyond its previous 5 pm, Monday deadline in an effort to set a new Guinness Book world record.

“We’re going until Wednesday at 5 pm,” announced AJ O’Neil, concert organizer whose music café in Downtown Ferndale has been the venue for the 24/7, 10-now-12 day event. The music began at 5 pm, March 20 and O’Neil had plotted a record-breaking 240 hours of music through today (Monday, March 30) at 5 pm. He was forced to add days to surpass a brand new record of 255 hours, set yesterday, Sunday, March 29, in North Carolina. When asked if he had enough acts to make it through Wednesday, O’Neil smiled, “We’ve got enough to go until June.”

Highlights from the marathon, so far:

- A visit from Michigan Governor Jennifer Granholm
- A phone call from Bill Ford’s office
- The opening national anthem sung by Martha Reeves

“But it was also the violinist who came by and played for an hour, and the father who brought in his son on his day off, teaching him about the legacy of the auto industry,” said O’Neil. Media attention created world-wide interest and on-line streaming linked in viewers from Australia, France, Italy and Russia, among others.

The Assembly Line Concert has become a symbol for Main Street USA, said O’Neil, adding that a simultaneous “I Promise” campaign to buy an American car has garnered 3,000 signatures, “at least.”

The Assembly Line Concert continues, 24/7 at AJ’s Café at 240 W. Nine Mile Rd. in Downtown Ferndale, through Wednesday, April 1 at 5 pm. Be there to witness the completion of 288 hours of non-stop music. It’ll be a new world record and the end of an incredible journey for O’Neil & company. “Then I can go back to normal.”

For more information, please visit www.theassemblylineconcert.com or www.downtownferndale.com

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