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ROVER AMERICA



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28 February 2011

Dear Rover Collector, Enthusiast and Friends,

It seems like just last month that I was welcoming you to RoveAmerica 2010 and yet another year has passed us by. RA10 was the best yet with so many new people coming from all over in addition to all the faithful who have come in past years. To say that we broke attendance records last year would be an understatement with our international visitors and new faces from around North America. We smashed our previous year's numbers.

I hope this year will be another record breaker so it gives me great pleasure to once again invite you to attend the 5<sup>th</sup> annual International RoveAmerica 2011 to be hosted in Fitchburg beginning on Thursday evening, June 2nd and going through Sunday, June 5th, 2011. RA11.

Over the last few years we have begun to expand the event to include many non Rover activities as well as additional social time with each other. Over the years many of you arrive on Thursday night and last year we had a causal gathering, So this year we have decided to formally establish Thursday evening as the *RA Welcome Reception*.

Of course we have not forgotten what has brought us together and as always there will be an emphasis our love and *"One of Britain's Fine Cars." The Rover*

As in the past, RA11 will be an informal and fun get-together for Rover collectors, enthusiasts, and friends alike. There will be more time to meet Roverphiles from 3 continents with similar interests, share knowledge, and gain technical and restoration tips. Spouses and friends will enjoy the plans we have this year for several NEW tours planed for Friday and Saturday. On Sunday we have arranged a special treat with a visit to the Collings Air and Car museum. We will join up with the Boston MG club and the Morgan club for a joint lunch gathering and tour of the museum so it should be a grand finale to a fantastic weekend.

I have enjoyed greatly the ability to host RoveAmerica but due to the growth in the event along with adding the additional days I am reluctantly having to concede that we will have to begin asking for donations to assist in covering the cost of the event. Please understand that I am committed to this event being and staying an event for anyone and everyone regardless of means. I ask that if you can afford a donation then a suggested amount of \$30 per person would be greatly appreciated. Please DO NOT send a donation to me, there will be a donation box at the event so it is something you may do at your discretion, anonymously, and only if you can afford it. You will not be asked for a donation.

We would like to make the RA11 event as memorable as possible for you. Please help us by registering for RoveAmerica11 as soon as possible. This will allow us to better control costs. You can complete the



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attached Registration Form and mail, fax or email it to us. You can also register online at the updated [www.roveramerica.com](http://www.roveramerica.com) website. As always, if there is anything we can do to meet any special needs you may have, please do not hesitate to ask.

While we would love to have you arrive in a Rover to RA11, it is not necessary (however, bring photos of your Rover to share with others). The most important thing for you to do is to COME with your family and friends. If you plan to fly in to Boston, please let us know your itinerary and we will be happy to assist you with planning transportation.

Thanks so much for your participation. If you have any questions please feel free to ask. You can reach us at the listed telephone numbers and emails in the Overview.

I look forward to seeing you, and as always,

Warm Rover Regards,

Dirk Burrowes

RoveAmerica 11 Host



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## RoveAmerica 2011 Events Overview

Rover motorcar collectors and enthusiasts from the U.S., Canada, UK and international guests are set to convene at RoveAmerica11, THE LARGEST GATHERING of classic British Rover Saloon cars in North America. The 5th annual RoveAmerica11 event will take place June 2<sup>nd</sup> through June 5<sup>th</sup>, 2011 in Fitchburg, MA with classic Rover motorcars dating from 1910 and up to the 1990's.

**Thursday, 2<sup>nd</sup> June 2011:** RoveAmerica11 starts at 5:00 PM with our now traditional Welcome reception & party at Vytex, 195 Industrial Road, Fitchburg, hosted by Rover collector Dirk Burrowes. Food, drinks and camaraderie are on the menu for Thursday evening. This is a great chance to begin the weekend with old friends and a chance to meet new ones. There will be a sneak peek at this year's projects in the RA garage as well as a chance to preview Kurt Steel's video collage of RA10s events. Plan to attend the party as this qualified for many as one of their best events last year!



### Friday, 3rd June 2011:

The gathering on Friday begins at 11:00 AM with peer interaction sessions at the RA Garage. Discussions will include collecting, restoring, and repairing Rovers with knowledgeable Rover owners. Last year Jo Manwell, with help from others, put on a wonderful light lunch for us to enjoy. There was tea and crumpets and some special treats. This year, Jo has generously offered to coordinate a special lunch again at 12:30pm. An afternoon excursion is available for spouses and friends departing at 1:30 to the Butterfly Place in Westford Ma. The day ends with a 6:30 PM Rover run to The Harrington Farm [www.harringtonfarm.com](http://www.harringtonfarm.com) a nearby restaurant famous for its country charm and gourmet food.



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**Saturday, 4<sup>th</sup> June 2011:** RoveAmerica11 continues at Vytek with an 8:30 AM line-up and review of collectors' motorcars and photographs, and interviews. At 10:30 AM Spouses and friends are welcome to depart to the Fitchburg Art Museum. Collectors and Spouses/friends meet up at 12:30 PM for a gourmet pizza lunch. The afternoon features a rally trip to the Camp Collier lakeside retreat in Gardner, MA for socializing, swimming, boating, horseshoes and our grand assembly of motorcars photo-op followed by our famous Basteys Boys championship BBQ dinner. The evening concludes with the annual RoveAmerica awards ceremony.

**Sunday, 5<sup>th</sup> June 2011:** RoveAmerica11 begins the day with a 11:30 am Rover caravan departure from Vytek to the Collings Air and Car Museum where we will meet up with the Boston MG club and the Morgan car club.

Sunday will be a once-in-a-lifetime special day for Rover enthusiasts, friends and spouses and should not be missed!

RoveAmerica 11 is open to all who appreciate classic Rover motorcars and is held rain or shine. You do not need to own or bring a Rover car.

Friday's dinner and Sunday's visit to Collings are self-pay. Pick up and drop off at Boston's Logan Airport will be available with pre-arrangement, and special lodging arrangements have also been made at Suggested donation \$30/person



For special requirements please call Dirk Burrowes or Joe Allan at 1-978-502-2289, or send an email to: cars@roveramerica.com.



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## RoveAmerica 2011 Registration 2<sup>nd</sup> -5<sup>th</sup> June 2011

### Contact Information:

Name:	_____	Guest Name:	_____
Address:	_____	Address (if different):	_____
City, State/Province:	_____	City, State/Province:	_____
Postal Code/Country:	_____	Postal Code/Country:	_____
Email:	_____	Email:	_____
Telephone:	_____	Telephone:	_____
Mobile Phone:	_____	Mobile Phone:	_____

### Rover car Information (if you are planning to bring one):

Model: \_\_\_\_\_ Year: \_\_\_\_\_ License #: \_\_\_\_\_

### Travel Information (if you need assistance with ground transport):

Arriving Airport: \_\_\_\_\_ Airline: \_\_\_\_\_ Flight #: \_\_\_\_\_

Arrival Time: \_\_\_\_\_ Notes: \_\_\_\_\_

**Hotel:** Yes No (circle one) Hotel to confirm reservation with you

**Special Needs:** \_\_\_\_\_

Please mail, fax or email this form to: Dirk Burrowes, Vytex, 195 Industrial Rd, Fitchburg, MA 01420, Fax: 1-978-342-0606



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### Local Hotels:

- 1 **Courtyard Marriott Royal Plaza.** Rte 2, Exit 28, 150 Royal Plaza Drive, Fitchburg 01420. (978) 342-7100. (<http://www.marriott.com/hotels/travel/boscf-courtyard-fitchburg/>) \*Vytek Preferred Rate \$79.00/night
- 2 **Motel 6.** Rte 2, Exit 32, 48 Commercial Road, Leominster, MA 01453. (978) 537-8161. ([www.motel6.com](http://www.motel6.com))
- 3 **Sheraton 4-Points Hotel.** Rte 2, Exit 31B, 99 Erdman Way, Leominster, 01453. (978) 534-9000. ([www.starwoodhotels.com/fourpoints](http://www.starwoodhotels.com/fourpoints)) Most \$\$\$
- 4 **Super 8 Motel.** Rte 2, Exit 31B, Just off Exit ramp next to Friendlys Restaurant, Leominster 01453. (978) 537-2800. ([www.super8.leominster.com](http://www.super8.leominster.com))
- 5 **Westminster Village Inn.** Rte 2, Exit 27, Narrows Road, to 9 Village Inn Road, Westminster, MA 01487. (978) 874-2000 ([www.wachusettvillageinn.com](http://www.wachusettvillageinn.com))
- 6 **Colonial Hotel.** Rte 2, Exit 24, 625 Betty Springs Road. Gardner, MA 01440 (978) 630-2500 ([www.colonial-hotel.com](http://www.colonial-hotel.com))
- 7 **Rodeway Inn/Town Crier.** Rte 2, Exit 25, 183 Main St, Westminster, MA 01473 (978) 874-1048 ([www.RodewayInn.com](http://www.RodewayInn.com)) LEAST \$

### Local Services:

1. **UMass HealthAlliance Hospital.** Open 24 Hours  
Rte 2, Exit 31A, Leominster - 911 or local (978) 466-2000. [www.healthalliance.com](http://www.healthalliance.com)
2. **CVS Pharmacy.** Open 24 Hours  
Rte 2, Exit 31B, 9 Nelson Street Leominster, MA 01453. (978) 840-8343.

### Local Restaurants:

1. **The Old Mill.** Rte 2, Exit 25, Rte 2A N, Westminster, MA (978) 874-5941
2. **SS Lobster.** Rte 2, Exit 25, Rte 2A Fitchburg, MA (978) 342-6135
3. **Angler.** Rte 2, Exit 25, Rte 2A, Westminster, MA. Rte 140S to 1st Light, Rte 2A West (978) 874-2202
4. **Joseph's Bistro.** Rte 2, Exit 25, Rte 2A, Westminster, MA (978) 874-9918
5. **50/50 Diner.** Rte 2A, 440 River St., Fitchburg, MA (978) 345-8030
6. **Little Anthony's Fish House.** Rte 2, Exit 24, Rte 140N to Rte 12, Right on Spring Street, Winchendon, MA (978) 297-1880
7. **Fast Food:** Off Rte 2 Exits: McDonald's (32,31.30), Burger King (32,30), Boston Market (30), KFC/Taco Bell (32), Wendy's (32, 23)



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