



PRESS RELEASE - 05-11-2011

"The Kearney Visitors Bureau announced today the opening of Kearney's newest attraction, Classic Car Collection. The collection will be promoted as the finest car collection between Chicago and Denver", according to Brad Kernick, Chairman of the Kearney Visitors Bureau. "The collection of more than 130 pristine cars from the early 1900's to the 1980's is being donated by Omaha resident Bernie Taulborg. Mr. Taulborg has spent the last 50 years restoring and collecting vintage cars. The collection will be housed in a newly remodeled 50,000 square foot facility in the Cabela's building in Kearney and open in late summer or early fall", stated Kernick.

This journey started more than 3 years ago when Omaha businessman Dave Nabity suggested to long time friend Taulborg, "look at what Kearney has done with the Archway to get tourist traffic off of I-80 to promote their community. If you are going to donate your car collection to any community, you need to talk to the folks in Kearney", stated Nabity. From that first conversation, contracts have been signed with Mr. Taulborg to donate the collection to Kearney and to secure space in the Cabela's building. Other partners in the project include Brungardt Engineering, RMV Construction Company, Kearney Area Community Foundation and Platte Valley State Bank.

"Cabela's is excited about the Classic Car Collection being housed in the Cabela's facility. I think we can help drive our customers to see the collection and they can bring new customers to our front door." stated Alan Beyke, Real Estate Manager for Cabela's. "I see this as a long term relationship, and we will do everything to make sure the project is successful" said Beyke.

The attraction will include interactive video and multi-media displays throughout the attraction. The entire collection will be photographed inside and out and be available to visitors using multi-page media files on Apple iPads. Visitors will be able to read the story of each automobile and view additional pages as they tour the attraction. "We want to engage the visitor using technology and make the attraction experience memorable and unique", said Roger Jasnoch, Director of the Kearney Visitors Bureau. A "coffee table" book will also be published featuring the entire car collection. Souvenirs including t-shirts, hats and coffee mugs will be available in the gift shop.

The Kearney Visitors Bureau will be working with other area attractions to offer a multi-pass ticket that would include admission to their facilities at a discounted price and provide coop marketing opportunities.

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