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**FOR IMMEDIATE RELEASE**

**Town Center at Cobb to Serve as Location for Monthly Caffeine and Octane Car Show; Kick-Off Event Planned for Aug. 7***Regional shopping destination to become new home of popular monthly car show*

**Kennesaw, Ga. – (July 6, 2022) – Caffeine and Octane**, the integrated brand behind North America’s largest monthly car show, announces its move to **Town Center at Cobb**. Each month, thousands of metro-Atlanta area spectators will visit the Cobb County shopping destination to experience and enjoy more than 1,500 exquisite cars. The nationally recognized gathering will take place in the **Food Court parking lot** on the **first Sunday of every month from** **9 a.m. – noon,** beginning **Aug. 7**.

“We are overwhelmed with excitement to welcome Caffeine and Octane for its world-renowned car shows,” said Director of Marketing and Business Development Shelly Weidner. “These monthly events draw car lovers from all over the country, so to bring them to Town Center at Cobb is a win for the community, spectators, local shoppers and our stores.”

Car connoisseurs and casual spectators alike will find a vast selection of all makes and models of cars like they have never seen before. Every show is guaranteed to offer something new to attendees! Events are free, and all show spaces are first-come-first-serve. No pre-registration is required for parking. For a full schedule of future events, visit [caffeineandoctane.com/apps/events/calendar](https://shop.caffeineandoctane.com/apps/events/calendar).

“Town Center at Cobb has been a community favorite shopping destination for over 30 years,” said Caffeine and Octane CEO Bruce Piefke. “We look forward to welcoming our loyal participants to experience the event taken to the next level as we make the move to this new location.”

The ever-growing brand recently expanded to Florida, launching [Caffeine and Octane Jacksonville](https://www.caffeineandoctane.com/jacksonville). Other properties include the internationally acclaimed “Caffeine and Octane” television show on MotorTrend TV, Caffeine and Octane Lanier Speedway, various social media and online streaming avenues such as [HighOctane.tv](https://www.highoctane.tv/) an app, Caffeine and Octane branded merchandise and more.

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**About Town Center at Cobb**Town Center at Cobb is Northwest Georgia’s largest shopping destination, featuring approximately 150 stores including Macy’s, JCPenney, Macy’s Men’s & Furniture Gallery and Belk. The mall is also home to a variety of specialty brands, such as fashion-forward shops, including H&M, Sephora, American Eagle, Victoria’s Secret and PANDORA. The mall offers 15 delicious dining options, including full-scale restaurant, I Luv Pho. Town Center at Cobb brings shoppers and guests together with family-focused, community-centric events and entertainment. For a map and store listings, as well as directions, events and job listings, visit [towncenteratcobb.com](https://towncenteratcobb.com/) or call 770.424.9486. Connect with Town Center at Cobb on [Facebook](https://www.facebook.com/TownCenterAtCobb/), [Twitter](https://twitter.com/TownCtratCobb) and [Instagram](https://www.instagram.com/TownCtratCobb/).

**About Caffeine and Octane**

Caffeine and Octane is an integrated media brand and host of North America’s largest monthly car showcase that reaches millions of auto enthusiasts through its events, television show and digital programming. Its signature event Caffeine and Octane currently held the first Sunday of every month from 9 a.m. to noon at Town Center at Cobb in Kennesaw, Ga. and regularly attracts more than 2,500 vehicles and 20,000 attendees. The brand produces the critically acclaimed national TV show "Caffeine and Octane" that airs on the MotorTrend TV. Additional events include Caffeine and Exotics, Caffeine and Octane at the Raceway, and special gatherings such as Caffeine and Octane at the Beach and karting and Friday Night Drifts at the new Caffeine and Octane Lanier Speedway in Braselton, Ga. Please contact us at [info@highoctaneeevents.com](mailto:info@highoctaneeevents.com) for more information and to inquire about [sponsorship opportunities](https://www.youtube.com/watch?v=I6mb48_SJqQ). Download the [Caffeine and Octane app](https://apps.apple.com/us/app/caffeine-and-octane/id1459729082) and follow us on [Facebook](https://www.facebook.com/CaffeineAndOctane), [Twitter](https://twitter.com/cocarshow), [Instagram](https://www.instagram.com/caffeineandoctane/?hl=en) and [YouTube](https://www.youtube.com/channel/UCXQYZhsgJEAgmTEZIWyFJgQ).