



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION**

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**Heart of Arkansas Welcomes Rally at the Rock**

Central Arkansas readies for influx of over 800 motor coaches as part of Rally at the Rock

LITTLE ROCK, AR (Wednesday, September 24, 2008) – Over 2,000 people in more than 800 motor coaches will embark on and tour central Arkansas as part of the Family Motor Coach Association's South Central Area Chapter of the Six-State Rally Association.

Locally known as Rally at the Rock, this October 24-28, 2008 event has the North Shore River District, as well as others in central Arkansas preparing to show these guests what southern hospitality is all about. In addition to the six states that are traditionally part of this group which include Arkansas, Texas, Kansas, Missouri, Oklahoma and Louisiana; motor coaches from 22 other states have registered for this year's 35<sup>th</sup> Anniversary event.

In addition to traveling and staying in their motor coaches, attendees tow their cars for ease of touring the entire central Arkansas region. Several special events are planned for participants throughout the area.