



OBLIVION CAR AND CULTURE SHOW PRESENTS OBLIVION III – CAMP OBLIVION PRESS RELEASE

As we emerge into this post-lockdown world, we couldn't be more excited to bring the OBLIVION 80s and 90s Car and Culture Show back on Sunday September 12th for OBLIVION III – CAMP OBLIVION!

For 2021, we've found the perfect location for our show to take you back – an old-school Canadian summer camp that oozes retro charm!

Many of us grew up going to a camp that looked similar to this one, either with school, or for weeks at a time in the summer. The private camp features quaint cabins, large field areas, and main buildings (such as where we will have our arcade) which will certainly bring back memories – and it's within 30 minutes of the GTA in Milton!

Due to their season being cancelled for a second year due to COVID, they have graciously allowed us to enjoy our event here for this year only. It's now or never – come join us as we go back in time for the day!

There will be 160+ 80s and 90s cars on display! Check out exotics, as well as mint-condition commuters – all cars are from 1980 through 2001. Awards will be presented for best in show in various categories.

Rock out to the custom 80s and 90s playlist that will be running all day with all your old favs! Visit the arcade to play all your old favourite video games on CRT TVs, along with a plethora of classic arcade machines. There will also be a number of food trucks and drink vendors on site; see the [Sponsors & Vendors page](#) for a full list.

OBLIVION History:

Love for all things 80s & 90s is nothing new. Just like you, the OBLIVION team grew up in the 80s & 90s drooling over posters, magazines, and video games. For many of us, our first car is still in the stable even after starting our careers and our families.

Yet year after year, it was hard not to notice cars like ours becoming rare as they were consumed by Ontario's rust belt.

As we got together each summer for small events, we recognized the growing nostalgia and genuine desire for these old toys. We wanted to share the love of our cars and help this group celebrate the culture of the 80s and 90s that we remember so fondly. Members of our team, each with a number of 80s and/or 90s cars, found less excitement and less of a connection to other shows and decided the "classic" car show needed a modern update.

In 2015 the OBLIVION team began discussing plans for Canada's first 80s & 90s show. We reached out and started gauging interest across southwestern Ontario. The fall of 2016 brought the team a solid relationship with a major sponsor and we continued to build off of that momentum throughout 2017. Inspired by our love of this era, more sponsors came on board.

By the end of 2017 the team had booked their first venue and, in summer 2018, presented Canada with the first exclusively 80s & 90s Car & Culture show. Drawing attendees from as far away as Alberta, folks dressed in period-correct attire, and over 100 classic, exotic, and forgotten cars, OBLIVION was a bona fide success.

OBLIVION II in September 2019 was bigger and better than ever, showcasing over 150 cars at the iconic Ontario Place venue on Lake Ontario, with a wave of spectators stopping in to check out everything OBLIVION had to offer. The summer festival also had a retro gaming room filled with arcade machines and classic console games, an 80s cereal museum, retro candy store, Hot Wheels scavenger hunt, and a selection of food trucks. Thousands flocked to the nostalgic setting at Ontario Place to reminisce about the decades past.

2020 had us doing an off-season feature, this time at the Canadian International AutoShow (CIAS) in February at the Metro Toronto Convention Centre. The OBLIVION ROOM featured eight '80s and '90s-era cars including a very rare

Subaru BRAT, plus an immaculate 1990 Saab 900 SPG which won OBLIVION's online contest for a coveted display spot. A Back to the Future DeLorean time machine replica and a retro arcade also built the atmosphere, along with several displays of classic collectibles – all set to the memorable tunes of the 80s and 90s.

“The children of the ‘80s and ‘90s have come to the point where they are the buyers of collector cars,” says Justin Sookraj, founder of OBLIVION and owner of Wells Auto, a DeLorean-specific dealership and repair & restoration shop in Milton. “It is a generation with incredible spending power that has lived for too long in the shadow of the previous eras. But what we are seeing now is a changing of the guard”.

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