# It's all in a name: Small town brings in unique festival

By Ron Wilson

Director of the Huck Boyd National Institute for Rural Development at Kansas State University.

When my two little boys play with their Hot Wheels cars — as they like to do frequently — they are really after one thing: Speed. They want to make those cars go as fast as they can. So they set up their racetracks in all kinds of funny, creative ways so as to achieve maxi-

Making cars go faster seems to fascinate kids, and for some of us, that interest lasts a lifetime. Of course, having a fast car is especially useful in the heartland of the country, where people must travel long distances. So, how fitting that a special, national festival to celebrate the American automobile in general and Hot Wheels cars in particular is being held in rural Kansas.Denise Lyon is the mayor of the town of Speed. She grew up at Speed, went to college at Hays, married a young man from Phillipsburg, and after a few years moved back to Speed. Denise says, "This is a great small town."

On Aug. 6, her town of Speed is expected to be host to a remarkable, one-of-a-kind festival.

maker of Hot Wheels. Mattel ex- Phillips County are working hard to well as kids and families. Some the site of this remarkable festival. spond to our need for speed. ecutives wanted to do a special midyear promotion. They had the idea of a community-based festival that Chamber of Commerce in might attract thousands of people Phillipsburg, county seat of Phillips and generate national attention. But where to put on such an event?

they came upon the town of Speed. about. What a great name for a place to host a Hot Wheels festival.

Company executives were intrigued by the name of Speed, but the name itself was not enough. A company representative came to Speed, and what he found gave him great encouragement. The people were very nice, very willing to work, and very excited about the possibility of hosting such an event. to bring some lifesize models of Hot

put on this special event in Speed. show is being held, with a goal of Speed is truly a rural, heartland having some 200 cars. Motorcycles community.

It is located in Phillips County in has a population of 43 people. Now, supplies last. that's rural.

an event with thousands of people?

The answer is, in the same way managed through the years: Friends meet. and neighbors work hard and pull together. In this case, numerous task draw national attention. It is sure to

put on this event.

Jackie Swatzell is Director of the County. She is serving as events coordinator and working with an After doing a national search, army of volunteers to bring this

> Jackie says, "This will put Phillips County on the map. It's a great opportunity to show what a small town can do. We want every town in the county to benefit."

So what will we find in Speed on Aug. 6? Aparade, Miss Hot Wheels pageant, live bands all day, food, vendors, and — what else? — cars. Lots and lots of cars. Mattel plans So plans are moving forward to Wheels concept cars. A hot rod are also expected.

A free Hot Wheels commemoranorthwest Kansas. Yet Speed only tive car will be given away while

The city will temporarily rename How can a town that size put on two intersecting streets Power Drive and Performance Boulevard. Thus it can be truly said that this is that people in rural America have where Power and Performance

This fun event is expected to

This all started with Mattel, forces of people from across bring in Hot Wheels collectors as ting that the town of Speed will be will showcase rural Kansas and re-5,000 people are expected to attend. More details are available at Jackie Swatzell, and all those inwww.hotwheelscollectors.com.

When my two little boys play with their Hot Wheels cars, they want one thing: Speed. So how fit- Phillips County and the region, it themselves.

We commend Mayor Denise Lyon, volved with putting on this tremen- National Institute for Rural Devel-

The mission of the Huck Boyd opment is to enhance rural develop-Not only will it benefit all of ment by helping rural people help

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# Colby's 11th Annual

Friday, July 14 - 6 - 10:30 p.m. CT

Saturday, July 15 - 10 a.m. - 11 p.m. CT

Youth Contest - 10 a.m. Followed by Open Stage Shows (Evening Show begins at 6:30 p.m.

Sunday, July 16 - 10:00 a.m. - 2:10 p.m. CT

Gospel Show and Sing-along at 10 - 11:30 a.m. Day Shows - 11:40 - 2:10 p.m.

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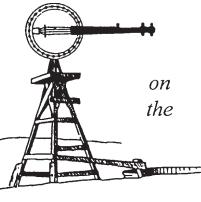
**Bluegrass Youth Contest!** Saturday, 10 a.m. Ages 19 and under Cash Prizes!!

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Sunday, gate.....\$10 Under 12, FREE with paying adult Group discounts available!

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