



# North Shore Concours d'Elegance

*"Celebrating Excellence, Style & Elegance on Boston's Gold Coast"*

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North Shore Concours d'Elegance - May 2012 press release

Defining excellence, style and elegance, **Rolex** and **Long's Jewelers** join the North Shore Concours d'Elegance to enhance this prestigious event with an exclusive display of fine watches and jewelry.

Partnering for the third year in a row, Long's Jewelers is a family-owned and operated full-service jeweler with five stores throughout Massachusetts. New England's love affair with Long's began in 1878 when Thomas Long, a Massachusetts native, opened his Boston-based jewelry business. Since then, Long's has become the foundation of Boston's luxury jewelry and timepiece market. Although Long's has changed over the past 130 years, the philosophy of the company remains true to its heritage: offer only the highest quality product and uncompromised service at the best possible value.

"I am pleased to have Rolex and Long's Jewelers on board as pavilion and award sponsor", says Patrick Cornelissen, Director of Operations. "The prestige of both companies fit the lifestyle of our concours patrons very well, and they complement the boutique feeling we like our show to portray".

This year's show will feature not only vintage automobile and motorcycles, but will also focus on the true tradition of how Concours d'Elegance shows started; as a parade of beauty and elegance. Adding to the splendor of these automobiles will be a **fancy hat competition**, whereby people are asked to attend the Concours donned in extravagant, elegant or elaborate hats". A homage to the 17<sup>th</sup> century beginnings of the Concours d'Elegance, this fancy hat competition is a great 'excuse' to come and enjoy a fabulous day by the ocean, while sipping on champagne or watch a fashion show. Guests also have the choice to register ahead of time for a **champagne brunch, catered by Creative Catering** from Beverly.

With tables on the Estate's oceanfront porch, this sumptuous brunch is a great start of the day and will definitely wow any clients, family members or friends. Due to the limited seating, tickets must be purchased ahead of time for the brunch and are available online at [tickets.endicott.edu](http://tickets.endicott.edu).

What makes the North Shore Concours d'Elegance even more special is that funds raised from this event will go directly towards scholarships at Endicott College, benefitting current and future students by providing financial opportunities and allowing them to continue their higher educational dreams, as more than 80% of Endicott students receive financial aid.

Classes for the 2012 show will be similar to the 2011, with the addition of second place awards and will be determined by the head judging team. In addition, the **Valle R. Nelson Award** was established in remembrance of the late Valle Nelson, a local car enthusiast whose passion for cars far exceeded everyone's imagination. The car driven the furthest distance to attend the show will be honored with this prestigious award.

If you are interested in buying tickets, participating with sponsoring opportunities, or in showcasing your own vehicle at the judged concours field, or the non-judged collector car area, visit the concours website at [www.endicott.edu/concours](http://www.endicott.edu/concours).

*For additional information, photos or interviews please contact:*

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*A **Concours d'Elegance**, from French meaning a competition of elegance, lit. "concourse of elegance", refers to the gathering of prestigious cars and dates back to 17th Century French aristocracy, who paraded horse-drawn carriages in the parks of Paris during Summer weekends and holidays. Over time, carriages became horseless and the gatherings became a competition among automobile owners to be judged on the appearance of their automobiles. [© Wikipedia]*