



PRESS RELEASE  
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### **The 13<sup>th</sup> Montreal International Auto Show Charity Preview!**

**Montreal, January 13, 2017** – The Montreal International Auto Show (MIAS) **Charity Preview evening**, the official pre-opening celebration of the Montreal International Auto Show, is back for its **13<sup>th</sup> year!** The Montreal Automobile Dealers Corporation and the Palais des congrès de Montréal, in collaboration with Le Journal de Montréal, are proud to present this unique event on Thursday, **January 19, 2017, starting at 6 p.m. at the Palais des congrès de Montréal.**

The notorious actor, **Pierre-François Legendre** will be the spokesperson of the event: "Everyone knows that I am a car enthusiast! And it is with great pride that I will be, once again, the Spokesperson of the Auto Show Charity Preview. An Event where I can combine my passion with a unique cause benefitting 6 hospital foundations in Greater Montreal! "

This annual fundraiser has become Montreal's top favorite event in January, bringing together leaders and members of the automobile industry, the business community, artists and athletes to support six (6) major hospital foundations from the Greater Montreal Area, all working towards a common goal: preserving your health. Since it premiered in 2005, the event has donated more than **\$5.4 million** to the health care community, thanks to the generosity of thousands of participants.

This glamorous evening is an exclusive VIP access to the Montreal International Auto Show in a warm and welcoming atmosphere: Gourmet buffet, selection of fine wines, entertainment, draw of a great trip during the evening with a ticket purchase, silent auction and the chance to win one of three (3) amazing door prizes!

The ticket price is \$205 per person. All proceeds will benefit our partner foundations and an income tax receipt is issued.

**Tickets can be purchased online or from any one of the following Foundations:**  
[www.montrealautoshow.com](http://www.montrealautoshow.com)

Centre hospitalier de l'Université de Montréal (CHUM) Foundation  
Cité de la Santé Foundation  
Hôpital Pierre-Boucher Foundation  
Montreal Heart Institute Foundation  
Montréal Sacré-Coeur Hospital Foundation  
Santa Cabrini Foundation

**Information:**

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CHARITY  
PREVIEW



THE AUTO  
SHOW