



PRESS RELEASE  
FOR IMMEDIATE RELEASE

### **The 14<sup>th</sup> Montreal International Auto Show Charity Preview!**

**Montreal, January 5, 2018** – The Montreal International Auto Show (MIAS) **Charity Preview evening**, the official pre-opening celebration of the Montreal International Auto Show, is back for its **14<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 18, 2018, starting at 6:30 p.m. at the Palais des congrès de Montréal.**

The notorious actor, **Pierre-François Legendre** will be the spokesperson of the event: " The Charity Preview Evening is a unique event that gathers the best of both the automotive and philanthropic worlds. With the SOLD OUT event last year, the celebration of the Montreal Auto Show 75<sup>th</sup> Edition this year, and the certainty of attending the greatest automotive event in Quebec, I don't know what more I could say to entice you to come to this party! "

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 **\$6.1 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 the three (3) amazing door prizes!

The ticket price is \$225 per person (income tax receipt will be issued). All proceeds will benefit our partner foundations.

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

Cité de la Santé Foundation  
Hôpital Pierre-Boucher Foundation  
Institut de gériatrie de Montréal Foundation  
Montreal Heart Institute Foundation  
Montréal Sacré-Coeur Hospital Foundation  
Santa Cabrini Foundation

#### **Information:**

Catherine Vachon  
Charity Preview Evening Manager  
Montreal International Auto Show  
[c.vachon@ccam.qc.ca](mailto:c.vachon@ccam.qc.ca)  
514 331-6571 ext. 234

