

# CHARITY PREVIEW GALA



PRESS RELEASE  
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## **An exceptional outcome for the Charity Preview Gala of the Montreal International Auto Show:**

**A never seen before amount raised of \$1,024,289 donated to 6 Hospital Foundations of the Greater Montreal area!**

**Montreal, January 22, 2019** – The Montreal International Auto Show's (MIAS) Charity Preview evening, presented by the Montreal Automobile Dealers Corporation and the Palais des congrès de Montréal was held on January 17, 2019. A record amount of **\$1, 024, 289** was raised and donated to benefit six (6) worthy causes within the Greater Montreal's medical community: 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.

### **More than \$8 million donated since 2005**

The event has been sold out for three consecutive years now, welcoming more than 5000 attendees who got to meet and mingle with some of the auto industry's biggest names along with well-known personalities from Quebec's political and artistic communities.

Since it premiered back in 2005, the event has raised more than **\$8 million** for the hospital foundations of the Greater Montreal area's health care community. The 2019 Montreal International Auto Show President, Dany Lemelin, was very pleased with the turn out of the evening and thanked all guests for their presence and contributions. He also mentioned that the totality of the amount unveiled was to be distributed among the 6 foundations.

### **A breath of fresh air!**

For its 15<sup>th</sup> edition, the organization wanted to bring the event to the next level. With its unique concepts, an exclusive and privileged VIP access to the Montreal International Auto Show, the glamorous evening already stood out, but that was not enough. The 2019 edition was elevated to a Gala formula, adding themed food stations, a cocktail bar, a luxurious silent auction and a live music performance upon the guests arrival.

### **Montreal International Auto Show 76<sup>th</sup> edition**

The MIAS was excited to announce that the most visited automotive event in Quebec, has prepared a renewed content enriched with unique experiences. And so, three new features take the center stage:

The Generator, a forum for future electric vehicle buyers and anyone wishing to discover, compare and become familiar with new technologies in mobility. This area will feature discussions about the environment, electric and urban mobility, as well as new technologies from charging stations to solar panels and new energy sources.

The Garage, a new version of the mythical Performance Zone, this modified car area is bringing a series of vehicles out of the ordinary to the Show.

The Black Box, a never seen before section of the event featuring a mysterious decor that mixes light and sound, this feature present three exceptional, rare cars that are sure to get visitors' hearts pounding; A Bugatti Chiron, a Koenigsegg Agera RS, and the Felino cB7R, designed by Quebec race car driver, Antoine Bessette,

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