



PRESS RELEASE  
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### **Health Before All: The Montreal International Auto Show Charity Preview Gala presents some generous alternatives for its 2021 edition!**

**Montréal, October 15th, 2020** – After having held a wonderful 16<sup>th</sup> edition last January, the Montreal International Auto Show (MIAS) Charity Preview Gala (CPG) is forced to take a break in 2021. The reasons behind this cancellation are, as you all know, closely linked to the pandemic but also obviously and consequently, to the cancellation of the MIAS in its traditional form.

#### **Health Before All**

The delicate circumstances we are all facing, combined with the Public Health restrictions makes it simply unthinkable to maintain the event as we know it. *"As a Charity event, organized to benefit the health, we owe it to ourselves to lead by example and convey a message that reflects caution, and respects all of the government recommendations. We have therefore made the decision not to hold the CPG, which was to take place on Thursday, January 14, 2021."* explains Luis Pereira, Executive Director of the Montreal International Auto Show.

#### **Not ready to disappear yet!**

That said, the Auto Show team, supported by its co-presenters, the Montreal Automobile Dealers Corporation (MADC) and the Palais des congrès de Montréal, in collaboration with the Journal de Montréal, remains very motivated and wants to rethink its formula to adapt it to the 2021 new reality. *"One thing is certain, we will not disappear until 2022! It is very important for our organization to support the 6 beneficiary hospital foundations. We usually raise large amounts of money during the evening, \$ 924,000 in 2020 and over \$ 9 million during the past 15 years. This cancellation will undoubtedly affect them."* Denis Dessureault, Executive Vice-President of the Montreal International Auto Show.

#### **Alternatives**

Some initiatives and surprises are already on their way for January 2021. The first official project presented in collaboration with [iA Dealers Services](#), will be a Virtual Auction with the Automotive World as the general theme.. The MADC Members as well as all our precious Partners, will be solicited. They will all be invited to participate in the auction and/or contribute by offering prizes or donations to the MADC Foundation. Please note that tax receipts will be issued covering the total value of every donation.

## **2020, a troubled year**

The Auto Show team would also like to express its compassion for all the difficulties and challenges that some individuals and companies have experienced during the ongoing pandemic and that these initiatives are created for one purpose only: support Health.

## **A 100% virtual experience and true to its mission!**

MIAS will present a special virtual edition to be held online from January 20 to 24, 2021. This virtual event promises to provide a new, dynamic, informative, and more accessible experience than ever before from the comfort of your home. The virtual platform will allow you to search for exhibitors, new vehicle models, car manufacturer offers, special promotions, and live chat with representatives during the 5-day event from 10 a.m. to 8 p.m. The special feature program such as the Electric Zone will be unveiled in the coming weeks on our website [montrealautoshow.com](http://montrealautoshow.com). Access to visitors will be free of charge; it allows as many participants as possible to discover what's new in the industry, and to receive the information they need for their mobility choices! To receive all the information about this free event, you must register to the newsletter on [montrealautoshow.com](http://montrealautoshow.com).

## **Beneficiary 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



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