



**Virtual
auction**

Opening date
January 17th

A presentation from
the Charity Preview Gala of

**THE AUTO
SHOW**

In collaboration with

iAAI
Dealer Services



Press release
For immediate release

The Charity Preview Gala virtual auction from the Montreal Auto Show for the benefit of 6 hospital foundations will take place from January 17th to 31st, 2022

Montreal, January 17th, 2022 – The Montreal International Auto Show (MIAS) team is proud to announce the beginning of the Charity Preview Gala (CPG) virtual auction, presented by iA Dealer Services, for the benefit of six (6) hospital foundations in the greater Montreal area. The virtual auction, which offers more than a hundred varied lots, starts now and will end on January 31st at noon.

This virtual auction replaces the fundraising activity that traditionally takes place during the prestigious VIP evening of the Charity Preview Gala. The CPG evening, a highly anticipated event in the automotive industry, launches the activities of the Montreal Auto Show. Despite the cancellation of the Show's activities, the MIAS team found it important, especially in this difficult period, to maintain its commitment to the foundations that benefit from the amounts raised. At the auction, more than one hundred lots are offered and there is something for everyone: gourmet, artists, thrill seekers or sports lovers. The hospital foundations and the MIAS team invite you to be generous! Direct donations will also be possible and a tax receipt will be issued for cash donations or for the portion in excess of the actual value of the lot purchased.

Participate to the auction: encanpro.ca/encans/encanapb

For more information, visit our website salonautomontreal.com/en/experience/virtual-auction/
and/or the event Facebook page facebook.com/soireeapb

Benefiting Hospital Foundations:

Fondation Cité de la Santé
Fondation de l'Hôpital du Sacré-Cœur de Montréal
Fondation de l'Institut de Cardiologie de Montréal
Fondation Hôpital Pierre-Boucher
Fondation Institut de gériatrie de Montréal
Fondation Santa Cabrini

What is the CPG?

Since it premiered back in 2005, the Charity Preview Gala donated over \$9.4 million to hospital foundations. During this evening, which launches the activities of the MIAS, more than 5,000 guests have VIP access to the Show and enjoy several animations and attractions: silent auction, trip draw, thematic food stations, oyster bar, cocktail bar, bubble service, wine and beer, DJs, music show, gifts, surprises, etc.

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Source

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Charity Preview Gala Manager

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