



FOR IMMEDIATE RELEASE
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2010 VANCOUVER INTERNATIONAL AUTO SHOW INTRODUCES DREAM CAR LOTTERY

Tickets now on sale!

VANCOUVER, B.C. – The 2010 Vancouver International Auto Show (VIAS) will be the first Canadian consumer show to run a large-scale lottery with the unveiling of its Dream Car Lottery. The brand new program will see one lucky ticket buyer win a 2010 Porsche 911 Carrera 4 Cabriolet, and was created to raise funds for various charity, non-profit and sport organizations supported by the New Car Dealers Association of BC.

As part of the Lottery, Special Olympics BC, which has been supported by the New Car Dealers Association of BC for more than 26 years, will receive a specially equipped vehicle to assist with ongoing work to meet the needs and interests of individuals with intellectual disabilities.

Tickets for the Dream Car Lottery are now on sale and are \$15 each, or four for \$45. Tickets can be ordered online at www.vancouverinternationalautoshow.com until March 29. Tickets are then on site only at this year's 90th annual VIAS.

"The New Car Dealers Association of BC is incredibly proud to be able to continue fostering sport in British Columbia through this new Dream Car Lottery," said President Blair Qualey. "We're particularly excited to continue our support of Special Olympics BC, which is one of the most important charitable organizations in British Columbia and helps 3,500 athletes in 55 communities across the province realize their sporting dreams and goals."

The New Car Dealers Association of BC is already the largest single financial supporter of Special Olympics BC and has helped the non-profit organization raise close to \$3 million since 1984.

For more information on the 90th annual Vancouver International Auto Show, or the Dream Car Lottery, including full contest rules, visit www.VancouverInternationalAutoShow.com.

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