

# CHARITY THE AUTO SHOW Preview GALA

PRESS RELEASE  
FOR IMMEDIATE RELEASE

**The Montreal Auto Show Charity Preview Gala has Just Launched its new website!**

**Montreal, October 21, 2019** – The Charity Preview Gala, the official pre-opening celebration of the most important automobile event of the Province, has just launched its new website. We are happy to announce that tickets can now be purchased through this platform, which will highlight the evening's special features, the ambiance, the industry's latest, as well as our Partner Foundations projects.

The Charity preview is back for its 16<sup>th</sup> year, and 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 16, 2020, starting at 6:30 p.m. at the Palais des congrès de Montréal.**

Representatives from the automobile industry from around the nation, artists, media, influencers, the business community as well car fanatic, all gather for this annual fundraiser to support six (6) hospital foundations from the Greater Montreal Area. This unique Gala grants an exclusive and privileged VIP access to the 2020 Montreal International Auto Show. Some of the high points to enjoy on the menu: themed food stations, wines and beer, music, an oyster bar and a handful of surprises such as the highly wanted gift bag including renowned 2020 Auto Guide.

#### **About the Charity Preview Gala:**

Since it premiered in 2005, the event has donated more than **\$8 million** to the health care community, with an extraordinary amount of **\$1,024,289** in 2019 to benefit six (6) hospital foundations from the Greater Montreal Area. The 2020 Edition is proud to, once again, host actor **Pierre-François Legendre** as the spokesperson for the 5<sup>th</sup> consecutive year.

The ticket price is \$230 per person (income tax receipt will be issued). All proceeds will benefit our partner foundations.

**Tickets can be purchased online** <https://apb.salonautomontreal.com/en/> 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

#### **Media Relations**

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