

For Immediate Release

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Dealers Raise \$15,000 for Anaheim Schools Through the Orange County International Auto Show

Inaugural Fundraising Program Let Students in the Anaheim Union High School District Sell Tickets to the Orange County International Show and Reap 100% of Proceeds

ANAHEIM, Calif. (Sept. 22, 2011) -- An inaugural fundraising campaign organized by the [Orange County Automobile Dealers Association](#) (OCADA) raised more than \$15,000 for junior and high school students in the [Anaheim Union High School District](#) (AUHSD), which like most school districts around the country faces tremendous budget cuts in the coming school year.

For the first time in the Orange County International Auto Show's 47-year history, students in the District were able to sell tickets to the show with 100% of proceeds going toward the ticket buyer's choice of sports team, school, department or organized school club within the AUHSD. The auto dealers set no limits on the number of tickets that could be sold.

"The opportunity to help the students raise much-needed funds for their schools was one we could not pass up," said John Patterson, Chairman of the OC International Auto Show. "The students who participated showed initiative and passion in using the program to supplement sports teams activities and clubs that were in desperate need of financial support."

The \$10 tickets were bought directly from students or online at [ocstudentfundraising.com](#). On the easy-to-use and secure website, buyers entered the name of the school, and the club, group, or team where those funds should be directed. Ticket buyers also received a free, annual subscription to *Motor Trend* magazine for an entire value of over \$20.00.

"With school budgets continuing to decrease, this extraordinary gift of funds from Orange County's auto dealers will help us keep these programs and services in place," said AUHSD

Superintendent Dr. Elizabeth I. Novack. “Departments from athletics to music and P.E. along with popular academic and social on-campus clubs have the potential of being severely impacted so these funds will go a long way to educating our youth and enriching their lives.”

The [Orange County International Auto Show](#) runs Thurs., Sept. 22 through Sun., Sept. 25, at the Anaheim Convention Center, where car shoppers and enthusiasts can browse hundreds of new cars, trucks, SUVs, hot exotics, and alternative fuel vehicles in a non-sale, informative and fun environment.

About the Orange County Automobile Dealers Association

Established in 1938, the Orange County Automobile Dealers Association serves the more than 121 franchised new vehicle dealers in Orange County. The association represents the interests of member dealers to enhance their collective businesses. For more information, please contact OCADA at 949-428-5050 or visit www.ocada.org.

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