

**For Immediate Release**

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## **Orange County International Auto Show Launches**

**Annual School Fundraiser;**

**100% of Proceeds Go to Local Students**

***2013 Fundraising Goal Set at \$100,000; Registration Now Open***

**NEWPORT BEACH, Calif. (May 20, 2013)** – The [Orange County Automobile Dealers Association](#) (OCADA) announces the return of its highly successful Orange County International Auto Show School Fundraiser, which has received top marks from principals, coaches, teachers, students and parents for its innovative approach to raising much-needed funds to support local public and private schools. As organizers aim to double the funds raised this year to \$100,000, all student groups are encouraged to register now for the program so they can participate next fall in what is quickly becoming one of Orange County’s most successful and generous student fundraisers.

While many school-based fundraising programs donate only a portion of proceeds, the Auto Show’s fundraiser allows students to keep 100 percent of each ticket sold for their school, team or club within Orange County schools.

“Orange County’s new car dealers wanted to create a program that would give 100 percent of proceeds to our schools,” said Bruce Hamlin, chairman, Orange County International Auto Show. “It has been wonderful to see the incredible response to the program. At first, groups think it is too good to be true, but once they know we are the real deal, you can see their enthusiasm.”

Sycamore Junior High School in Anaheim has participated in the program since its inception two years ago, and to date has raised \$18,370. “The Auto Show fundraiser has been incredible for our school – getting to keep 100% of the revenue makes this program so unique and rewarding – I am thankful they are doing it again this year,” said Joe Carmona, Principal, Sycamore Junior High School. “The funds we

raised provided athletic equipment, field trips, band supplies and covered a host of other materials and activities to benefit our school.”

The Orange County Auto Show fundraiser began as a pilot program in 2011 with students from the Anaheim Unified School District raising \$15,000 in just a few weeks. Last year, the program was opened to all public and private schools in Orange County with students from 71 schools raising \$51,090.

Schools, student groups and teams that wish to participate simply visit [ocstudentfundraising.com](http://ocstudentfundraising.com) to sign up. The intuitive, user-friendly and secure website offers instructional videos, lets students create custom marketing and informational materials, and tracks the number of tickets sold. Students can sell tickets online through the website, email and social media. Ticket buyers also receive a free, annual subscription to *Motor Trend* magazine. As an added incentive, students in each district school who sell the most tickets will win various prizes.

According to John Sackrison, executive director, OCADA, the program’s growing success can be attributed in great part to its simplicity and transparency. “When a student sells a ticket, the entire amount goes directly to the activity, club or sport selected by the buyer,” said Sackrison. “I personally don’t know of one other school fundraiser that doesn’t use a portion of the funds raised to cover execution costs including credit card transactions, website development and marketing materials. We are delighted that our OC Auto Show fundraiser can help them achieve their potential in the classroom, on the field, on the stage, or wherever their talents may lie.”

The [Orange County International Auto Show](#), now in its 49<sup>th</sup> year, runs Thurs., Oct. 3 through Sun., Oct. 6, at the Anaheim Convention Center, where car shoppers and enthusiasts can check out and even drive hundreds of new cars, trucks, SUVs, hot exotics, and alternative fuel vehicles in a non-sales, informative and fun environment.

### **About the Orange County Automobile Dealers Association**

Established in 1938, the Orange County Automobile Dealers Association serves the more than 117 franchised new vehicle dealers in Orange County. For more information, please contact OCADA at 949-428-5050 or visit [www.ocada.org](http://www.ocada.org).

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