

For Immediate Release

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Orange County Auto Dealers Raise More than \$50,000 for Local Schools

Through the Orange County International Auto Show

Ninety-one Schools Joined New Fundraising Program That Let Students Sell Tickets to the Auto Show and Reap 100% of Proceeds

NEWPORT BEACH, Calif. (Oct. 4, 2012) – Through a unique fundraising program developed by the Orange County Automobile Dealers Association, 91 Orange County schools raised more than \$50,000, reflecting a 300 percent increase in funds raised from the previous year. The brainchild of Orange County’s auto dealers, the program was created to offset the impact of continuing budget cuts on sports, music and arts programs at schools countywide.

Sycamore Junior High School in Anaheim was the top fundraiser in 2011 when the program was open to schools in the Anaheim Unified School District. This year, with more time to educate students, faculty and parents, last year’s top earner, Sycamore Junior High School, almost tripled funds it raised from \$4,700 last year to more than \$13,000.

“Our Orange County auto dealers have effectively developed a fundraising mechanism that not only is easy for our students, teachers and parents to implement, but one that gives us 100 percent of the proceeds,” said Joe Carmona, principal, Sycamore Junior High School. “So many of our school programs and clubs would not be able to function this year without this support. We already have big plans for next year.”

John Sackrison, executive director, Orange County Automobile Dealers Association, shared that the program enables students to sell tickets to the Orange County International Auto Show, with 100 percent of each ticket sale going toward the ticket buyer’s choice of school, department or organized school club within Orange County.

During the program's soft launch in 2011, just the one school district in Anaheim participated and raised \$15,000. This year the program was opened to every student group or team in Orange County.

"With the benefit of more time to share the program with the schools and their students, we were able to help raise more than \$50,000 for our budget-embattled schools," said Sackrison. "This year, we also saw more parents and educators get involved, who realized that the program was not only easy to implement but rewarded their efforts with 100 percent of the proceeds. Next year, we hope to raise \$100,000 or more."

Participating schools, student groups and teams simply visited ocstudentfundraising.com to sign up. The intuitive, user-friendly and secure website offered instructional videos, let students create custom marketing and informational materials, and tracked the number of tickets sold. Students were able to sell tickets online through the website, email and social media. Ticket buyers also received a free, annual subscription to *Motor Trend* magazine and a chance to win the new iPad. As an added incentive, students in each district school who sold the most tickets won a \$100 gift card and every student that sold more than five tickets had a chance to win the iPad.

The [Orange County International Auto Show](#), now in its 48th year, runs Thurs., Oct. 4 through Sun., Oct. 7, 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-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.

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