

**FOR IMMEDIATE RELEASE**

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**Greater Memphis Auto Dealers Association kick off 100 Year Celebration by Going Pink for Breast Cancer Awareness**

***Centennial Celebration Auto Show Preview Party to Benefit Susan G. Komen Memphis-Mid-South***

**Memphis, TN.-** The Greater Memphis Auto Dealers Association (GMADA) will kick off the Memphis International Auto Show with a Preview Party at the Cook Convention Center at 6:00 PM on October 27th, in downtown Memphis, Tennessee. The party will allow guests to get a sneak peek at all of the Show's cars, while enjoying food, drinks and entertainment and celebrating the organization's 100<sup>th</sup> anniversary. The evening's theme, "GMADA Goes Pink" pays tribute to Breast Cancer Awareness Month and a portion of the ticket sales will go to Susan G. Komen Memphis-Mid-South.

Founded in 1916, GMADA is comprised of more than 50 new car dealerships in the greater Memphis area and has a rich history of economic growth and community partnership. This year, they are producing Memphis's only international Auto Show October 28-30.

Funds raised by Susan G. Komen Memphis-Mid-South are dedicated to providing local breast cancer screenings, education, support and treatment programs for area women and men who are either uninsured or underserved.

"We are honored to support Susan G. Komen and the great work they do in our community," current GMADA President Kent Ritchey said.

Since 1993, Komen Memphis-Mid-South has funded over \$10 million in local grants to community health programs and directed over \$2.6 million to breast cancer research at the national level. 75% of all funds raised remain in Memphis and the Mid-South and the remaining 25% earned is dedicated to breast cancer research

Members of GMADA employ over 3,000 people and the participating dealerships sell over \$2.7 Billion in goods and services. "We are extremely proud that car and truck sales are the largest single source of sales tax revenue to the state of Tennessee and partnering with a non-profit that is also a leader in their field is a perfect way to celebrate our 100<sup>th</sup> anniversary, we are all looking forward to Going Pink in October." Ritchey added.

The 2016 Auto Show opens with the GMADA GOES PINK 100<sup>th</sup> Anniversary Celebration on Thursday, October 27<sup>th</sup> and continues Friday, October 28<sup>th</sup> through Sunday October 30<sup>th</sup>. Tickets for GMADA GOES PINK and for the Auto Show can be purchased at [www.memphisautoshow.com](http://www.memphisautoshow.com).

For more information, call (901) 277-4040 or visit [www.memphisautoshow.com](http://www.memphisautoshow.com)