

October 15, 2014

BMW CCA Foundation – Press Release – Win a New BMW M235i Coupe or \$41,000 Cash

FOR IMMEDIATE RELEASE



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WIN A NEW BMW M235i COUPE OR \$41,000 CASH

Raffle Benefits Street Survival® Teen Driver Safety Education and the BMW CCA Foundation Library, Archives and Museum

Greer, SC, October 15, 2014 - The BMW Car Club of America Foundation announced today a raffle to raise funds for Street Survival® teen driver safety program and the preservation of BMW history. One lucky raffle winner will be taking home a new BMW M235i Coupe or \$41,000 cash. The second place winner will receive a set of Michelin tires.

Raffle tickets and official contest rules are available online at <http://drive.streetsurvival.org> and are \$25 each with discounts available for multiple ticket purchases which can increase your odds of winning. The deadline to purchase tickets is 11:59pm ET on December 31, 2014 and the drawing will be held on or about January 15, 2015. Each raffle ticket offers the chance to win one of three prizes:

- 1st Prize: New BMW M235i or \$41,000 cash. One new M235i will be given away for each 7,500 entries.
- 2nd Prize: A set of Michelin tires

All proceeds directly benefit the programs of the BMW CCA Foundation, a public 501(c)(3) non-profit, volunteer-run organization dedicated to the promotion of driving safety and the preservation of history. BMW CCA Foundation programs include the [Street Survival](#)® safe teen driving program which teaches teens to survive their most dangerous years on the road; the Library, Archives and Museum Program to preserve BMW history; and the Conservation and Preservation Program to encourage the preservation of automobiles.

Street Survival® is built upon the premise that safe driving is learned by doing. With the help of corporate sponsors Tire Rack, Michelin, BMW NA and Enterprise, the BMW CCA Foundation has offered subsidized car control training to teenagers across the United States since 2003. The program is hands-on and is designed to go beyond the typical high school driver's education course. Street Survival® is unique in that it offers students instruction in their own cars so that they learn the limitations of the car they drive daily. With volunteers and support from the BMW CCA, the Sports Car Club of America, the

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Porsche Club of America, the Corvette Club of America and the Audi Club North America, the BMW CCA Foundation will hold more than 110 schools in 2014 benefitting over 2,800 teens.

About BMW Car Club of America Foundation

The [BMW Car Club of America Foundation](#) is a non-profit organization dedicated to the promotion of teen driver safety and the preservation of BMW history. Established in 2002 in Greenville, SC with initial capitalization from the BMW Car Club of America, the Foundation focuses on three initiatives to foster educational programs for the automotive community and be a significant repository of BMW information and history: Street Survival® teen driver safety program; the Library, Archive & Museum Program; and the Conservation and Preservation Program.

Through “The Ultimate Driving Community...Building the Foundation” Capital Campaign launched in 2013, the Foundation has raised \$1.3 million of the \$7 million required to support and grow these initiatives that will help save lives and preserve the legacy of BMW’s heritage.

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Support Street Survival and you could win a new M235i Coupé.



Enter today and you could win your choice of a new BMW M235i Coupé or \$41,000 cash, 2nd place prize, a set of Michelin tires!

ENTER TO WIN A NEW M235I AND HELP THE STREET SURVIVAL TEEN DRIVING SAFETY PROGRAM FOR 2014.

This year, BMW CCA, SCCA, PCA and Audi volunteers will host more than 110 tireack.com street survival schools benefiting over 2800 teens. Your support is needed now more than ever!

8 teens are killed every day from auto accidents involving texting and distracted driving; thousands more are involved in accidents every day.

The Street Survival driving program is designed to give teens the 'hands-on' experience they need to make them smarter, safer drivers.

Be a part of the solution by entering to win a new BMW M235i or \$41,000 cash! One prize will be awarded for every 7,500 tickets purchased. AND increase your odds of winning through our ticket package purchase options!

BUY YOUR TICKETS NOW and help support teen driving schools in the US.

BMW CCA Foundation - Street Survival Sponsorship:

- **\$25 Sport** (1 drawing entry)
- **\$100 Premium** (5 drawing entries)
- **\$250 Performance** (15 drawing entries)
- **\$500 Frozen** (35 drawing entries)
- **\$750 Carbon Fiber** (60 drawing entries)
- **\$1000 Ultimate** (100 drawing entries)



All entries must be received by 11:59 PM EST 12/31/2014

(Winners will be selected by a random drawing conducted by Harte-Hanks, an independent judging organization, on or about January 15, 2015, from all eligible entries received.)



To purchase tickets online and for official contest rules:

<http://drive.streetsurvival.org>

Optimized for iPhone, iPad, and other mobile devices.



streetsurvival.org



bmccafoundation.org

The proceeds from this drawing benefit Tire Rack Street Survival, a nationwide Teen Safety Driving Program, conceived and originated by the BMW Car Club of America Foundation, Inc. The Foundation is a public 501(c)(3) non-profit, volunteer-run organization dedicated to promotion of safety and the preservation of history. © 2014 BMW CCA Foundation. All Rights Reserved.

RETURN Mail-In Entry Form (please print clearly)

All entries must be received by 11:59 p.m., Wed., December 31, 2014 EST.

First Name _____ Last Name _____

Address _____

City _____ State _____ Zip _____

Email (for ticket confirmation) _____

Daytime Phone _____ Evening Phone _____

Payment Method Check Enclosed VISA MasterCard American Express Discover

Card Number _____ Security Code _____

Expiration Date _____ Total Amount \$ _____

Signature _____

PR Oct.

Sponsorship level selection

Select the amount you want to donate to the BMW CCA Foundation:

- \$25 Sport** (1 drawing entry)
- \$100 Premium** (5 drawing entries)
- \$250 Performance** (15 drawing entries)
- Other:** _____

(Get extra tickets with larger web purchases!)

Mail your completed form to:

Street Survival - "M235i Coupé"
190 Manatee Court
Greer, South Carolina 29651-6701