

FOR IMMEDIATE RELEASE

## Shriners Hospitals for Children to Benefit from La Dolce Vita Automobili at Black Horse

*"Northern California Center to Receive Portion of Monterey Car Week Event Ticket Sales"*

AUBURN, WASHINGTON. (June 19, 2009)-La Dolce Vita Automobili at Black Horse will be contributing a portion of each spectator ticket purchased to Shriners Hospitals for Children Northern California (SHCNC). "We are very grateful that La Dolce Vita Automobili is a member of our team – joining the host of physicians, surgeons, nurses, researchers and other pediatric specialists who are transforming the lives of children on a daily basis", says Director of Development Alan Anderson. The system of Shriners Hospitals for Children is a North American healthcare and research organization with hospitals located throughout the United States; in Mexico City, Mexico and in Montreal, Quebec, Canada. Shriners Hospitals for Children Northern California (SHCNC) is the regional burn center for western North America servicing 13 western states plus western Mexico and Canada.

"Everything Shriners Hospitals for Children does is dependent upon philanthropy and we want to help as much as possible. We're looking forward to a long term relationship that lasts for years and to contributing to their wonderful efforts through our passion for cars", shares event Co Founder Kerry McMullen. The La Dolce Vita Automobili event will offer beautiful Italian and other European collector cars on display August 14, 2009 during the famous Monterey Car Week and has been attracting Exhibitors, Sponsors and Spectators from around the world. "Charitable gifts allow us to extend the gift of free care to all children with acute burns, spinal cord injuries, scars from any cause, club feet, cerebral palsy, scoliosis, absence of limbs and many other orthopedic conditions", explains Anderson. "Events, such as the La Dolce Vita Automobili, play an important role in benefiting public awareness of our unique mission in specialized pediatric healthcare and research. Without question, someone will attend La Dolce Vita Automobili, learn about Shriners Hospitals for Children and be able to help the child of a family member, a friend, a colleague or a neighbor. The higher our visibility, the greater our chances are of using our expertise to save a life or change a life".

Event Co Founder Jerry Kaye shares, "Our team was amazed to learn how deep the car passion runs through this group and we are thrilled to share a common passion with them can only strengthen our combined efforts". There are a number of car clubs within the Shriners fraternity that represent the personal hobby interests of the members. Each car club draws from the larger Shrine membership in their region and their activities provide the clubs with opportunities for fun, fellowship and service. Many of these club members also volunteer as drivers for patients in the Shrine transportation program and almost every member is active in fundraising for the hospital. "A number of our members have volunteered to assist the car show and are very excited", says Anderson. Volunteers will lend a hand with event set-up, event book and gift bag distribution, VIP hospitality tents, parking and more.

### About Shriners Hospitals for Children

Shriners Hospitals for Children is a one-of-a-kind health care system dedicated to improving the lives of children by providing pediatric specialty care, innovative research and outstanding teaching programs. Every year, the Shriners Hospitals for Children provides care for thousands of kids with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, in a family-centered environment at no charge. It's how Shriners Hospitals has been helping kids defy the odds since 1922. Children up to age 18 are eligible for care at Shriners Hospitals for Children, if, in the opinion of our physicians, there is a reasonable possibility they can benefit from the specialized services available. Admission is based solely on a child's medical needs. A family's income and insurance status are not criteria for a child's acceptance as a patient. There is no charge for services provided within Shriners Hospitals for Children facilities.

### About La Dolce Vita Automobili at Black Horse

La Dolce Vita Automobili at Black Horse is an exhibition of Italian and select European cars on display for public admiration offering examples of vintage race cars, sports cars, exotics and supercars spanning decades of design and technology. On Friday, August 14, 2009 from 9:30 AM to 5:00 PM at Bayonet Black Horse Golf Course, cars will be featured as art amidst a dramatic backdrop of lush greenery near the Pacific Ocean on the Monterey Peninsula during the most significant week of the global collector car calendar. Tickets are \$70.00 per person and students under 18 years of age are free when accompanied by a paying adult. Families are encouraged to bring young enthusiasts to the event to help instill a passion for great cars amongst future generations.

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