



GREATER METROPOLITAN AUTOMOBILE DEALERS ASSOCIATION OF MINNESOTA, INC.

February 1, 2024

Dear GMADA Member:

This year the Twin Cities Auto Show is again planning to devote a day honoring our nation's military.

Recent events around the world have highlighted the risks our nation's military faces every day. And the concern for military families extends to their post-service lives. This is why our participation in this event has only become stronger since our first military appreciation day in 2014.

Tuesday April 2nd will be the official Military Appreciation Day at the Twin Cities Auto Show. Active military personnel and veterans will get into the show for free. Their family members will receive a discount of \$7 off regular admission.

In the evening, we will have a ceremony honoring our nation's military service. (If you've never seen our evening military ceremony, we would encourage you to stop by. It's a fun and touching event.)

This year we plan to make meaningful donations to two amazing organizations, the **Disabled American Veterans (DAV) of Minnesota** and the **Minnesota Assistance Council for Veterans (MAC-V)**.

New this year is promotional and event support from one of our radio partners 102.9 the Wolf. One of their celebrities, PT, will be lending his strong support ahead of our day and during the event itself. PT is well known in the Veteran community for his respect and support of military families.

We are asking each GMADA member to donate \$1,000 per rooftop to GMADA for these charities. 100% of the funds contributed to GMADA go, in equal amounts, to both charities. Last year each charity received \$ from the GMADA members. This year, we'd like to get everyone to participate.

If you are willing to contribute to this event, please mail a check to the GMADA offices at 200 Lothenbach Ave, West St. Paul, MN 55118 by Friday March 15th.

Everyone on the GMADA Board of Directors and our hardworking staff is very grateful for your support.

We look forward to seeing you at the 2024 Twin Cities Auto Show.

Thank you.

Scott Lambert
President
GMADA

Tim Carter
GMADA Chair
Bloomington Richfield Honda