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BMW CCA Foundation
Press Release

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For Immediate Release

BMW CCA FOUNDATION CHALLENGES CAR CLUB CHAPTERS TO PAVE THE WAY FOR FOUNDATION'S FUTURE

2016 Chapter Challenge Encourages Participation in Buy a Brick Program to
Support New Museum Facility and Teen Driver Education

Greer, SC, April 20, 2016 – The BMW Car Club of America (CCA) Foundation has created a new Chapter Challenge for 2016 to encourage BMW CCA chapters to show their competitive spirit while supporting key programs of the Foundation by participating in the Foundation's Buy a Brick campaign. The chapters with the highest rate of participation will be awarded a permanent logo brick on the pathway to the upcoming new museum facility and the funds raised from the Chapter Challenge will be targeted to the Foundation's mission of saving lives through teen driver education and preserving BMW history.

Because not all BMW CCA chapters are equal in membership size, the Chapter Challenge has been designed with four tiers based on chapter size. Winners will be recognized in each tier and will receive a proportionate prize package. If a chapter has a member with dual chapter affiliation, a percentage of that member's brick purchase will apply toward both chapters.

The Foundation is supporting the Chapter Challenge by assigning a Foundation Ambassador to each chapter who will help the chapter implement and promote the Challenge. Chapters will receive both printed and digital marketing materials for the Challenge and the Buy a Brick campaign.

The Chapter Challenge is open now and the competition will run through the end of 2016. Winners will be announced in the first quarter of 2017. Chapters may obtain up to the minute details on chapter rankings during the Challenge by joining the Chapter Challenge Facebook group. Learn more about the Chapter Challenge and the Buy a Brick campaign by visiting www.bmwccafoundation.org.

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

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Program; and the Conservation and Preservation Program. Through “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign launched in 2013, the Foundation has raised \$2 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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