

May 11, 2016

BMW CCA Foundation
Press Release

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For Immediate Release

BMW CCA FOUNDATION INTRODUCES BUY A BRICK CAMPAIGN TO HELP PAVE THE WAY FOR FOUNDATION'S FUTURE

Participation in Buy a Brick Campaign Supports Teen Driver Education
and New Museum Facility

Greer, SC, May 11, 2016 – The BMW Car Club of America (CCA) Foundation has created a new Buy a Brick Campaign to support key Foundation initiatives such as saving lives through teen driver education and preserving BMW history. Purchased bricks will be located on the entryway to the upcoming new museum facility in Greer, SC and will serve as a lasting tribute to the BMW CCA Foundation.

Bricks are available in two sizes with four styles to select from ranging in price from U.S. \$50 to \$200. They may be personalized with a name or message and clipart engraved on the attractive, laser-inscribed bricks. The bricks are a great opportunity to honor a family member or loved one, pay tribute to a favorite mentor, memorialize a special event or car, or to celebrate your passion for BMWs by helping educate teen drivers and becoming part of BMW history by paving the way for the future BMW CCA Foundation museum and its programs.

In addition to helping support the Foundation's future museum facility, funds raised from the Buy a Brick Campaign will be used for the Street Survival® teen driver safety program which 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.

To learn more about the Buy a Brick Campaign and leave your mark by purchasing a brick, visit 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

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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 \$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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