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BMW CCA Foundation
Press Release

Contact: Andrea Galehouse, (864) 329-1919, andrea.galehouse@bmwccafoundation.org

Facebook: <https://www.facebook.com/bmwccafoundation>

Twitter: <http://twitter.com/FoundationBMWCC>

LinkedIn: <https://www.linkedin.com/company/bmw-car-club-of-america-foundation-inc.>



For Immediate Release

BMW CCA FOUNDATION WINS FOUR NAAMY AWARDS

National Association of Automobile Museums Annual Competition Honors
Non-Profit Automotive Museums for Excellence

Greer, SC, May 25, 2016 – The BMW Car Club of America (CCA) Foundation won four prestigious NAMMY awards for the quality of its museum programs and activities during the National Association of Automobile Museums (NAAM) conference held May 3-6, 2016 in Bar Harbor, Maine. Honoring the work of non-profit automotive museums, the annual NAAMY awards competition recognizes industry leaders for achievement, professionalism and creativity. The awards are designed to further promote professionalism in automotive museum managerial, curatorial, educational and promotional work.

Awards are given based upon two divisions – Division I is for museums with budgets of less than \$300,000 and Division II is for museums with budgets greater than \$300. The Foundation was awarded three first place Division I awards and one second place in the following categories:

- **First Place – Collateral Materials** for museum brochures
- **First Place – Newsletters & Magazines** for the Foundation’s newsletter “Campaign Checkpoint”
- **First Place – Books & Exhibit Catalogs** for the program from the Classics at the Biltmore
- **Second Place – Events & Public Promotions** for charity rides in vintage and modern BMW race cars at BMW CCA’s annual Oktoberfest event

“This is the first time we entered the NAAM competition and it is exciting that our efforts to promote the preservation and conservation of BMW-related materials and automobiles has been recognized nationally by such a respected association in the field of automotive museums,” said Michael Mitchell,

BMW CCA Foundation curator. “This is also a testament to the hard work, dedication and professionalism of the Foundation’s staff, trustees and volunteers.”

NAAM is a professional center of excellence for automobile museums and affiliated organizations that supports, educates and encourages members to operate according to professional standards of the museum industry.

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 \$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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