



484 Viking Drive, Suite 151, Virginia Beach, VA 23452
757.631.6700 / FAX 757.498.5948
hrada.com

November 4, 2013

CONTACT:

George Ransom, HRADA President - 757.431.9956

Sean Brickell, HRADA EVP – 757.631.6700

**DRIVE FOR THE DREAM
UNITES HAMPTON ROADS RADIO
IN PRO-BONO CAMPAIGN TO
BENEFIT HRADA SCHOLARSHIPS**
Unprecedented Station Cooperation Given

HAMPTON ROADS, Va. – Hampton Roads radio groups cooperated in an unprecedented display of civic effort to assist the Hampton Roads Automobile Dealers Association (HRADA) raise funds for its Youth Automotive Training Program.

Drive For The Dream united 17 stations that collectively provided a month-long pro-bono campaign valued at almost \$300,000 to support scholarships in automotive technology at Tidewater Community College (TCC) and Thomas Nelson Community College (TNCC).

For an entire month, each person test driving a new vehicle at any participating HRADA dealership on a Tuesday or Wednesday was entered to win a \$5,000 dream vacation from a random drawing. Each test drive generated \$25 from the dealer toward the HRADA scholarship fund.

Radio's campaign included multiple produced and aired almost 2,000 60-second spots, on-air live promotion, massive placements on radio online environments, e-blasts to databases, and in-store materials at the dealerships.

Participating stations included (Saga Communications) FM99, 106.9 The Fox, AM 1230, (Max Media) 97.3 The Eagle, 92.9 The Wave, 94.1 ESPN Radio, Hot 100.5, Star 1310, (Entercom) 2WD, 94.9 The Point, 95.7 R&B, Z104, (Sinclair Communications) WNIS 790, Comedy 850, 93.7 BOB FM, 96X and US 106.1.

HRADA's scholarships have been awarded for a decade. Students receiving these scholarships earn two-year degrees at TCC or TNCC. On the day of graduation, they also receive fulltime employment with an HRADA dealer of their choice. Many graduates receive up to a dozen job offers. Graduates agree to work for an HRADA dealer at least two years as a condition of the scholarship.

Winners of the \$5,000 Drive For The Dream drawing were Kimberly and Raymond Wilson of Virginia Beach. They test drove and had purchased a new vehicle at Priority Chevrolet in Chesapeake.

#