



MEDIA RELEASE

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Philadelphia Auto Show Black Tie Tailgate to Benefit Department of Nursing at Children’s Hospital of Philadelphia

--Tickets now available for purchase at phillyautoshow.com--

East Norriton, Pa., Nov. 29, 2017 – The Auto Dealers CARing for Kids Foundation, the philanthropic arm of the Philadelphia Auto Show, is proud to announce the Department of Nursing at Children’s Hospital of Philadelphia as the beneficiary of its 2018 Black Tie Tailgate. The event, which is scheduled for Friday, Jan. 26 at the Pennsylvania Convention Center, will serve as the official preview party of the 2018 Philadelphia Auto Show.

“We are unbelievably excited to show our support of the unsung heroes at Children’s Hospital of Philadelphia--the 4,000-person strong Department of Nursing,” said Kevin Mazzucola, executive director of the Auto Dealers Association of Greater Philadelphia, which produces the Philadelphia Auto Show and oversees the efforts of the Auto Dealers CARing for Kids Foundation. “This is the first time we have chosen a beneficiary of this size and scope and the enthusiasm is palpable amongst our counterparts at the Hospital who are serving on the event’s steering committee. We are poised for a record Black Tie Tailgate.”

Open to the public and a premiere event on the city’s social calendar, the Black Tie Tailgate is a charitable gala that annually kicks off the Philadelphia Auto Show with an evening of dining and dancing at the Pennsylvania Convention Center. Guests will enjoy a sneak peek of the display floor of the 2018 Philadelphia Auto Show while listening to the sounds of one of the region’s best dance bands, Jellyroll.

As previously indicated, event proceeds will benefit the Department of Nursing at Children’s Hospital of Philadelphia and its patient/family education initiatives, including the hiring of additional nurse educators and development of resources to innovate and expand patient and family education across the entire Children’s Hospital of Philadelphia Care Network.

“We are honored to have this opportunity to highlight the outstanding clinical practice the Nursing Department staff provides to the region’s children and their families,” says Paula Agosto, RN, MHA, senior vice president and chief nursing officer of Children’s Hospital of Philadelphia. “The support from this event will not only allow us to enhance our ability to reach all families in need, but it also furthers our mission to promote the profession of nursing. It is a proud moment for the Department of Nursing and for CHOP.”

The Auto Dealers Association of Greater Philadelphia, in conjunction with its Auto Dealers CARing for Kids Foundation, has supported the extraordinary work of Children’s Hospital since 1986 via proceeds from its annual Black Tie Tailgate and other philanthropic activities. Cumulative giving to the Hospital now exceeds \$7.5 million and continues today.

Ticket information and other details for the 2018 Black Tie Tailgate can be found at phillyautoshow.com. The event thanks its grand sponsors Lexus and Mercedes-Benz as well as its platinum sponsors Audi, Subaru and Toyota. A full list of sponsors can also be found at phillyautoshow.com.

About the Philadelphia Auto Show

The 2018 Philadelphia Auto Show, produced and owned by the Auto Dealers Association of Greater Philadelphia, rolls into the Pennsylvania Convention Center Jan. 27 to Feb. 4. This year's event will feature 700 vehicles from more than 40 worldwide manufacturers. Highlights include an array of pre-production, new production, classic, luxury and exotic models. Ticket prices range from \$7 to \$14. A donation of \$2 for every ticket sold will go to the Auto Dealers CARing for Kids Foundation. Visit phillyautoshow.com for details.

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