



FOR IMMEDIATE RELEASE

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“New Car and Truck Dealers Make a Difference!” **Auto Dealers Scholarship Program Announced**

For the third consecutive year, the **Washington State Auto Dealers Association** will award scholarships to graduating high school seniors. The 2010 WSADA scholarship program encourages students to learn how a new car and truck dealer’s charitable activities affect their community’s well-being.

“Washington’s franchised new car and truck dealers donate millions of dollars to charitable and civic organizations,” said **WSADA Executive Vice President Vicki Giles Fabr **. “Our dealer members as individuals are very active in supporting education, so it is particularly appropriate and rewarding to help young people realize their academic goals as an organization.”

Applicants are asked to design a poster or flyer promoting an organization or event a dealership supports, and write an article or press release explaining how the dealership’s involvement makes a difference for the organization and the community.

“The WSADA scholarship program has really grown these past two years,” Ms. Fabr  said, “and I’m excited to have students discover the important role dealers play in not only the economic but the overall well-being of their communities.”

More information on the scholarship can be found at www.wsada.org/scholarship. Application deadline is March 6, 2010.

WSADA serves 310 franchised new-car and truck dealers in 75 communities across the state. Together, dealers employ over 22,000 people with a combined payroll of over \$1 billion. Dealership sales total 12.2% of the state’s retail sales, generating hundreds of millions of dollars of tax revenue for state and local governments through sales, corporate, and payroll tax revenue.

WSADA has engaged **College Planning Network (CPN)**, a local non-profit organization, to administer the scholarship. For over 20 years, CPN has assisted Pacific Northwest students seeking higher education opportunities and has provided scholarship administration for numerous organizations.

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