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For Immediate Release:

**Help Send Danvers to Disney- Support the Magical Marching Tour for a
Chance to Win a Car!**

*Car Raffle Sponsored by Honda North Announced at Inaugural Falcon Marching
Band Golf Classic*

Middleton, Massachusetts- August 2007 – Recently, Honda North and the Danvers community came out to support the Danvers High School Falcon Marching Band and their quest for Disney World at the 1st Annual Falcon Marching Band Golf Classic. The inaugural event raised \$4,000, which will go directly to help fund the band's upcoming trip to Florida. While in Florida, the band will perform in the Macy's Holiday Parade at Universal Studios and the New Year's Eve Parade at the Magic Kingdom in Disney World.

At the tournament, Honda North also announced their sponsorship of a car raffle for the band. The band will be selling raffle tickets from August 20th-October 11th for \$50 for a chance to win a Honda Civic LX. **Tickets are available at the Honda North Dealership in Danvers or by calling 978-335-2180 or 978-750-9917.**

This event was part of Honda North's continued support of the Danvers High School Falcon Marching Band. In 2005, Honda North raffled a vehicle to help fund the Falcon's historical march to the Tournament of Roses Parade in Pasadena.

For more information regarding the car raffle, please email danverspme@yahoo.com. For more information on Honda North, please visit www.hondanorth.com.

About The Danvers High School Marching Band:

The Falcons, under the direction of Mr. Ronald Parsons, have marched in the Pasadena Tournament of Roses Parade, The Citrus Bowl Parade, and the St. Patrick's Day Parade in New York City, Main Street Disney World's Spectromagic Parade, the inauguration of President Bill Clinton, and countless local parades. They are the only band from Massachusetts *ever* to perform twice at the Rose Parade. The band is a constant source of pride for their parents, school, community, and most importantly - themselves. For more information on the DHS Marching Band, log onto www.danversband.org.

About Honda North:

Honda North, located at the crossroads of Interstate 95 and US Route 1 in Danvers, is a member of the International Cars, Ltd. family of dealerships. International Cars, Ltd., is an employee owned company comprised of four New England area dealerships. Honda North is located in Danvers, Massachusetts. The New Hampshire locations include; Dover Auto World: with Honda, Chevrolet, Porsche, and Audi franchises, and Dover Auto World Collision Center; Saturn of Manchester and Saturn of Nashua. The International Cars' team, company-wide, is one that values ownership, accountability, and the importance of high-level service and customer satisfaction.

International Cars is headquartered at Honda North in Danvers, MA and is the recipient of several industry awards, including the Time Magazine 2006 Quality Dealer Award. Honda North is a 3-time Honda

President's Award winner, which is the most prestigious honor that Honda can grant to one of its dealerships. Dover Auto World in NH is a two-time President's Award winner. International Cars has also earned several AACE (Annual Award for Communications Excellence) Awards through The National ESOP (Employee Stock Ownership Plan) Association.

The Employee Owners of International Cars, Ltd take great pride in supporting charitable based initiatives that directly impact their local communities. This type of involvement is an integral part of the success of employee ownership. For more information on International Cars or Honda North, please contact Kathryn Kain at 978-539-5010 or Karen Pevenstein at 781-449-3244 or visit www.internationalcars.com or www.hondanorth.com.