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For Immediate Release:

Danvers to Disney- The Magical Marching Tour

**Honda North Presents 1st Annual 2007 Falcon Marching Band Golf Classic
August 20th at Ferncroft Country Club**

Middleton, Massachusetts- July 2007 – The Danvers High School Falcon Marching Band is going to Disney World - and they're asking the community to help them on their *magical march!* Honda North is proud to present the 1st Annual 2007 Falcon Marching Band Golf Classic for the Danvers High School Falcon Marching Band. The tournament will take place on **Monday, August 20th at Ferncroft Country Club in Middleton located at 10 Village Road.** Registration begins at 6:30 am, with a 7:30 am shotgun start. Participants will enjoy a continental breakfast, a BBQ lunch, and a chance to win great prizes. Raffles and awards will take place throughout the day. Honda North will also be sponsoring the Hole-in-One vehicle along with other Hole-in-One prizes.

Proceeds will help fund the band's upcoming trip to Florida where they will perform in at the Macy's Holiday Parade in Universal Studios and the New Year's Eve Parade at the Magic Kingdom in Disney World.

At the tournament, Honda North will also announce their sponsorship of a car raffle for the band. The band will raffle off a (car type) from August 20th-October 11th. Tickets are \$50.

This event is 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 Falcon Marching Band Golf Classic, please call Peter Collins at 978-739-4032 x229 or email p.Collins@ferncroftcc.com.

About The Danvers High School Marching Band:

The Falcons, under the direction of Mr. Ronald Parsons, have marched in the Rose Bowl 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 five New England area dealerships. Honda North and Kia of Danvers are 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.