



For Immediate Release:

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***Everything's coming up "Roses" for the Danvers High School Falcon
Marching Band***

Historical Trip to Pasadena Kicks Off With Presidential Visit

Danvers, Massachusetts – April 20, 2005: The Danvers High School Falcon Marching Band is marching towards an historical year. For the second time in five years, the band has been selected to perform in the prestigious 117th Tournament of Roses Parade next January in Pasadena, CA. They are the only band from Massachusetts ever to perform twice at the Rose Parade. To celebrate this historic feat, the President of The Tournament of Roses Parade, Libby Evans, will visit the band in Danvers next week from April 27-Friday April 29.

The visit will be highlighted by a special spring concert on Wednesday night in the school auditorium at 7:30pm. The President and band will tour Boston on Thursday where they will tour the State House and meet with Lt. Governor Kerry Healey. Friday Ms. Evans will receive a private tour of Danvers by the Danvers Historical Society. The President will be available for interviews on Friday, April 29, 2005 from 9am-2:30pm.

The Danvers High School Falcon Marching Band needs to raise \$300,000 for their historic trip to Pasadena. Honda North of Danvers has jumped on the "band" wagon in an effort to help in the *Return to the Roses*. The band will raffle off a 2005 Honda Civic LX sponsored by Honda North. Tickets are \$100 each, and the drawing will be August 26, 2005.

About The Danvers High School Marching Band:

The Falcons, under the direction of Mr. Ronald Parson, have marched in the Rose Bowl Parade, The Citrus Bowl Parade, the St. Patrick's Day Parade in New York City, Main Street Disney World's Spectromagic Parade, and countless local parades. The band is a constant source of pride for their parents, school, community, and most importantly- themselves. To march in the Tournament of Roses Parade is the definition of success for any marching band.

About Honda North:

Honda North, part of International Cars, Ltd., is an employee owned company comprised of five New England area dealerships. Headquartered at Honda North in Danvers, MA and is the recipient of several industry awards including a 4-time Honda President's Award winner, which is the most prestigious honor that Honda can grant to one of its dealerships. International Cars has also earned several AACE (Annual Award for Communications Excellence) Awards through The National ESOP (Employee Stock Ownership Plan) Association. To learn more about International Cars Ltd., please visit www.internationalcars.com. For further information about Honda North visit www.hondanorth.com.

The Employee Owners of International Cars, Ltd., take great pride in developing charitable based initiatives that will 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, please contact Kathryn Kain at 978-539-5010.

