



**Get ready for VIP treatment at Sneak Peek Charity Preview**

*Tickets going fast – order now*

**For Review**

**Portland, Ore., Jan. XX, 2018** – After four years, the Sneak Peek Charity Preview Party (Sneak Peek) has become the hottest ticket in town. As the official kickoff of the 2017 Portland International Auto Show (PIAS), the Sneak Peek has raised over \$3 million for deserving charities. Sneak Peek will be held on Wed., Jan. 24, 6:30 – 9:30 pm on the floor of the PIAS at the Oregon Convention Center.

With 90 percent of the proceeds going directly to the charities, Sneak Peek contributes significantly to the budgets of its recipients, allowing them to continue providing valuable services. This year, those charities include: [Boys & Girls Clubs of Portland](#); [Juvenile Diabetes Research Foundation](#); [Meals on Wheels People](#); [Victory Academy](#); the [Brian Grant Foundation](#); [The Dougy Center](#); and [Self Enhancement Incorporated](#).

The charities help some of the most vulnerable citizens in the Portland area and the auto show is proud to support their efforts, says Greg Remensperger, executive director, PIAS.

“You can’t ask for a better neighbor in your community than an auto show or auto dealership,” says Remensperger. “The auto industry has always been generous, and we are honored to help support these important organizations in their mission to serve.”

In addition to hot and cold hors d’oeuvres and full bar service on the auto show floor, Sneak Peek offers a buffet of over 500 automobiles from the world’s automakers among which the audience can mingle and enjoy on site entertainment. Also back this year as Beverage Sponsor is Eastside Distilling, which will be offering a taste of its expanded variety of spirits at its location in “The Garage” on the main show floor near Infiniti.

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Bottom line is it's a fun way to view the exciting new vehicles before the show opens to the public. As a bonus, each ticket holder will be entered into a new-car giveaway for a 2017 Audi Q3, courtesy of Beaverton Audi, sponsor of the 2018 Sneak Peek. The drawing will be held at approximately 8 pm the evening of the event. Ticket holders need not to be present to win, however, entrants must be 18 years old and have a valid driver's license to be eligible.

The Sneak Peek ticket price of \$100 is 90% tax deductible and patrons may select which charity will receive their donation. **To order tickets, visit the show web site, [PortlandAutoShow.com](http://PortlandAutoShow.com), click on Sneak Peek, and then click on 'Buy Now.'**

About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Dates:

Thurs., Jan. 25 – Sun., Jan. 28, 2017

Hours:

Thurs., Jan. 25	10 am – 10 pm
Fri., Jan. 26	10 am – 10 pm
Sat., Jan. 27	10 am – 10 pm
Sun., Jan. 28	10 am – 7 pm

Ticket prices:

Adults (13 and older)	\$12
Seniors	\$10
Military (with ID)	\$10
Children (7 – 12)	\$7*
Children 6 and under	Free
Family Four Pack	\$30**

\*On Family Day, Sun., Jan. 29, children 12 and under are free when accompanied by a paid adult.

\*\*Family Four Pack admits two adults / two children

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