



MEDIA RELEASE

5th Shuswap Christmas Car Giveaway Launches

(SALMON ARM— November 9, 2022) The Shuswap Christmas Car Giveaway is back!

Sponsors Kal Tire, Braby Motors, Fix Auto Collision, and SASCU Financial Group are looking for the community to help them gift a vehicle and presents to a family in the Shuswap region.

“Tell us how a reliable refurbished vehicle could change the life of someone in need,” said Derick Miller, General Manager of Fix Auto Salmon Arm. “We really look for stories telling us how this will be the boost someone needs to the efforts they are already making.”

“Help us make Christmas brighter for someone who needs it,” said Sheri Greeno, Manager of Brand & Community, SASCU Financial Group. “Maybe it’s that neighbour who you always see quietly striving or that volunteer who still finds time to give while working hard to change their own circumstances as well.”

“The community we have here is amazing,” exclaimed Justin Braby, Sales Manager at Braby Motors. “Let’s do this together.”

“Each year, we take a fresh look at applications,” said Chris Swinburn, Acting Manager of Kal Tire, Salmon Arm. “So just because you have nominated someone in the past, go ahead and nominate them again.”

Stories of 400 words or less nominating a Shuswap-based individual or family can be submitted by November 28 via direct message on the [Shuswap Christmas Car Facebook page](#) or to ShuswapChristmasCar@gmail.com. No self-nominations, please. Nominators are reminded to include their own contact details for the committee to follow up if their submission is selected.

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