



MEDIA RELEASE

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Shuswap Christmas Car Delivers Joy

(SALMON ARM — December 14, 2022) A family that thrives on giving was presented with this year's Shuswap Christmas Car on Wednesday. Darcy and Genean Blair of Silver Creek, along with daughter Addison, 9, received the surprise gift at SASCU Insurance in Salmon Arm.

The annual giveaway partners Fix Auto Collision, Kal Tire, Braby Motors, and SASCU Financial Group were on hand to present the refurbished 2016 Jeep Patriot 4X4, including a new set of winter tires, \$1500 in vehicle insurance, plus fuel cards and other gifts.

The generous nature of this hardworking family shone through the nominations by friend Kimberly Rees and Darcy's father Arnie Blair. Rees shared how Genean, just an acquaintance at the time, stepped in to help the young mother when she was seriously injured in a car accident a few years ago. "She cared for my 10 month old like she was her own, ran my household, and helped with all my rehabilitation," said Rees. "I owe who I am today to her."

Blair noted how they hold onto positivity regardless of the challenges that come their way. Darcy never gets discouraged by the need to get rides to work, rising expenses, family health issues, or discomforts. "He is always there for others. Darcy is a volunteer and Safety Trainer for the Silver Creek Fire Department, flips pancakes and plays cards at the Silver Creek Senior Centre, and volunteers with the Salmon Arm Rescue," said Blair. "He and Genean also make time to volunteer at the Roots and Blues Festival."

"Genean and Darcy selflessly pour so much of themselves into those around them it would mean the world to give a little back" added Rees.

The couple were clearly surprised. "This is amazing," said Genean, noting how much children Addison and Nathan, 19, will appreciate it as well. "It's been such a hard year and this just turns it around." "Thank you all for this," added Darcy. "It is going to make such a difference to our family."

"It is so wonderful that we could help this family who does so much to help others," said Barry Delaney, SASCU Chief Executive Officer.

"Everyone faces hardships at some point in their lives," added Derick Miller, General Manager of Fix Auto, Salmon Arm. "It is great to have an opportunity to help."

"We read every nomination submitted," said Chris Swinburn, Manager of Kal Tire, Salmon Arm. "It's tough to choose only one but I look forward to being part of this every year."



“This marks five years of providing a Shuswap family with a much needed vehicle,” said Justin Braby, Sales Manager at Braby Motors. “We wish Genean and Darcy the very best in the New Year.”

Each November, the co-sponsors put out a call for nominations of someone whose life would truly be meaningfully impacted by the gift of a refurbished vehicle. One story is selected by a committee of the sponsors whose businesses share equally in the process and costs of putting together this special gift.

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