



## FOR IMMEDIATE RELEASE

**Winnipeg, Manitoba, February 6, 2012** – The annual Manitoba Motor Dealers Association (MMDA) Charity Golf Tournament has always been an outstanding success and tournament organizers are ready to ‘up the ante’ a million times over in 2012!

The 24<sup>th</sup> Annual MMDA Charity Golf Tournament will take place on Wednesday, July 18, 2012, at the stunning Pine Ridge Golf Club. This year, we are proud to introduce our **Million Dollar Hole-in-One Shootout**, sponsored by the Winnipeg Free Press, where every golfer has a chance to win ONE MILLION DOLLARS, not to mention the all-important bragging rights. Some of the other exciting changes to this year’s tournament include individual or team/group registration; one in two chances of winning a team prize; new ‘on-course hole events’ including food, drinks and prizes.

This is a great way to get together with MMDA members, associate members and guests while at the same time supporting a wonderful charity that changes lives. This event has long been recognized as the premier charity golf tournament in the province, and is the one and only New Car Dealers Industry charity event. Tournament organizers hope to see all MMDA members come out and ‘drive’ your way to some cold, hard cash.

Since its inception, the MMDA Charity Golf Tournament has raised in excess of 1.2 million dollars in support of Special Olympics Manitoba. The funds raised at this event allow SOM to continue their mandate; **enriching the lives of Manitobans with an intellectual disability through active participation in sport**. With more than 2,100 athletes and 1,300 volunteers and coaches, Special Olympics Manitoba develops and delivers over 130 athletic programs in 18 sports. These programs accommodate all ages and ability levels, from grassroots to Provincial, National and International Games. The guiding principles are focused on improving physical fitness through sport, providing a wide variety of competitions and supporting the integration of athletes into generic sport. Special Olympics Manitoba is active in all regions of the province. For more information please visit [www.specialolympics.mb.ca](http://www.specialolympics.mb.ca).

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For more information including registration and sponsorship packages, please contact:  
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