

For Immediate Release



Auto Show's Charity Gala 'Let It Ride' To Benefit Special Olympics Wisconsin

MILWAUKEE, Wis. (February 7, 2022) – Special Olympics Wisconsin once again will be the beneficiary of the Greater Milwaukee International Car & Truck Show's Charity Gala, which will take place Friday, Feb. 25, at the Wisconsin Center. The event, sponsored by the Automobile Dealers of Metro Milwaukee, is held the night before the opening of the annual auto show, which runs from Saturday, Feb. 26, through Sunday, March 6.

The gala, which was not held in 2021 because of COVID, will take place with appropriate health and safety protocols in place.

"ADAMM has been an incredible partner to Special Olympics Wisconsin and the Auto Show Gala plays an important role in our mission to change the lives of adults and children with intellectual disabilities," said Don Wigington, Special Olympics Wisconsin interim president and CEO. "Funds from this event go directly to sports, health and leadership programming for our athletes, helping to create inclusive communities across Wisconsin."

Gala attendees will enjoy hors d'oeuvres, dinner stations, desserts and libations as well as an assortment of gambling tables, silent and live auctions and more, in keeping with the "Let It Ride" theme. Guests also can enjoy the sounds of Stephanie Browning in the Salon de Musique, while sipping a classic martini. Additionally, guests will get to stroll amongst hundreds of new vehicles at the show, sit behind the wheels, inspect engines and experience new technologies.

Attendees are encouraged to dress in formal fashion for this black-tie optional affair. Co-chairs are Eric and Rebecca Ewald and John and Mary Pentler. Tickets cost \$300 each and a table sponsorship is \$3,250. This is the 20th year for the event, which is open to the public.

For more information on the gala visit <https://www.adamm.com/auto-show-gala>. For more information on the Auto Show visit <https://autoshowmilwaukee.com/>.

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