

## Local car dealer encouraging customers to give a little to help support kids in need

Victoria's largest family-owned vehicle dealership, Booran Motor Group is launching a donation campaign aimed at giving back to the local community. Booran's Cars 4 Kids campaign will benefit OzChild, a non-government organisation that supports children, young people, and families in Victoria.

For more than 30 years OzChild has provided foster and kinship care support, giving at-risk children and young people a safe place to live thanks to a village of carers who open their homes and hearts to kids in need.

OzChild also works hard to strengthen relationships and build parenting capabilities through the delivery of evidence-based programs aimed at keeping families together.

Beyond their business successes, Booran Motors are long-standing supporters of OzChild. Booran's Managing Director, Steve Cadden states "As a family-owned business, Booran Motors is proud to share OzChild's commitment to helping vulnerable children, young people and families."

Booran is taking their support of the organisation one step further with the Cars 4 Kids campaign, having donated or loaned vehicles to OzChild foster and kinship carers for many years.

"Our commitment to supporting those in the community who give so much of themselves is the least we can do. If we can ease the pressure when the family car has broken down or is not large enough to accommodate the children in their care then we are only too happy to do so," adds Mr Cadden.

This year, with the intention of furthering their efforts to support OzChild, Booran Motors is opting to give their valued customers a chance at giving back to the local community. All they need to do is contribute \$10 to the purchase price of their new vehicle, which will be donated to OzChild as means to support the work they do.

Mr Cadden is excited to offer the community a chance to give back "Booran invites the local community to be a part of this campaign and make purchasing their dream car a truly worthwhile cause. A donation of just \$10 will go a long way in giving hope to local children and young people, giving them the chance at the future they deserve."

The campaign is launching in July at Booran's Dandenong dealerships which includes Dandenong Mitsubishi, Dandenong Hyundai, Booran Suzuki, Dandenong MG, Dandenong Nissan, Dandenong Kia and Dandenong Used Cars.

OzChild Chief Executive Officer, Dr Lisa J. Griffiths applauds the creativity of Booran Motors for thinking outside the box to create a campaign that not only raises money to support the work OzChild does but helps to raise the profile of the organisation within the local community.

"This is such a unique opportunity to give. I encourage anyone looking to buy a new car to drop into one of the Booran Motors Dandenong dealership locations to support the campaign. Not only will you be supporting a local business but by adding just \$10 to the purchase price of your new car you will make a difference in a child's life," says Dr Griffiths.

"Booran Motors contribute so much to our organisation, I'd really love to see the local community get behind them, giving a little to help a lot. Supporting children, young people, and families during times of need would not be possible without the support of corporate partners like the Booran Motors Group," adds Dr Griffiths.

-ENDS-

- Booran Motors Directors Steve Cadden is available for interview
- Local dealership staff available for photo opportunity
- Dr Lisa Griffiths, Chief Executive Officer at OzChild is available for interview and photo opportunity at Booran Motors sites.

#### **About the campaign**

- The Booran Motors Dealership sales staff will promote the \$10 campaign to purchasers of new cars
- When purchasing a new car individuals will be asked if they would like to add another \$10 to the sale price which will be donated to OzChild
- The campaign will initially run in July 2022

#### **How people can get involved**

- Visit a participating Booran Motors Dealership during July to purchase a new car:
  - Dandenong Mitsubishi
  - Dandenong Hyundai
  - Booran Suzuki
  - Dandenong MG
  - Dandenong Nissan
  - Dandenong Kia and
  - Dandenong Used Cars

#### **ABOUT OZCHILD**

OzChild is committed to improving the lives of at-risk children, young people and families in our community, through foster and kinship care support and the delivery of evidence-based programs to achieve better outcomes, strengthen and repair relationships to build a brighter future for young Australians.

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