



# MEDIA RELEASE

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## Christmas Car for Deserving Shuswap Family

SALMON ARM (December 15<sup>th</sup>, 2023) — Christmas came early for the Newton family. The family of six were surprised with the 6<sup>th</sup> Annual Shuswap Christmas Car on Friday, December 15<sup>th</sup> at Kal Tire in Salmon Arm.

Sponsors Kal Tire, Braby Motors, Fix Auto Collision, and SASCU Financial Group were on hand to present the refurbished 2015 Chrysler Town & Country minivan, including a new set of winter tires, \$1500 in vehicle insurance, fuel cards and gifts.

“They are a hardworking couple,” said Sonya Budd, Newton family friend and neighbor. “They live rurally and homeschool their four children. This Christmas miracle will uplift their living situation immensely.”

Nicole and Levi have run into misfortune with their only working vehicle breaking down, leaving them to borrow vehicles for the family to attend appointments, get groceries, and for Levi to get to work. The lack of transport has also significantly impacted the children’s access to educational experiences.

“This is the sixth year we have given away a vehicle to a family in need,” said Justin Braby of Braby Motors. “It is one of my favorite days of the year. We love seeing the joy this gift of reliable transportation provides to amazing Shuswap families.”

“This is a great example of why local people support local businesses,” explained Chris Swinburn, Acting Manager of Kal Tire. “In turn, local business supports local people. In this community, support comes full circle.”

“When we heard this family’s story, we were completely moved,” said Derick Miller, Regional Manager at Fix Auto. “We look forward to this initiative each year and are driven by making a difference in the lives of others.”

The family were clearly surprised “This is going to make such a difference in our lives,” explained Nicole Newton. “We’ve been without a vehicle for three months. Thank you all so much.”

“SASCU is honored to be a part of this annual community initiative,” said Barry Delaney, SASCU President and Chief Executive Officer. “We wish the Newton family great success for their future.”

A month before Christmas, the co-sponsors put a call out to Shuswap residents to nominate someone they know would be significantly impacted in a positive way with the gift of a refurbished vehicle. One story is selected by the committee of sponsors. Each of the sponsors’ businesses have a role in the final gift, sharing overall costs.



Watch for next year's call for nominations in early November 2024.

**MEDIA CONTACT**

Kal Tire Salmon Arm

Chris Swinburn

Acting Manager

250-832-6077 | [chris\\_swinburn@kaltire.com](mailto:chris_swinburn@kaltire.com)

Braby Motors-Chrysler Dodge Jeep Ram Salmon Arm

Justin Braby

Sales Manager

250.832.8053 | [justin@brabymotors.com](mailto:justin@brabymotors.com)

Fix Auto Salmon Arm

Derick Miller

Regional Manager

250.832.4097 | [derickmiller@fixauto.com](mailto:derickmiller@fixauto.com)

SASCU Financial Group

Barry Delaney

President & Chief Executive Officer

250.833.1310 | [barrydelaney@sascu.com](mailto:barrydelaney@sascu.com)