



MEDIA RELEASE

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International Plowing Match and Rural Expo On A Roll!

It's a big day for the International Plowing Match and Rural Expo 2018 as the committee gets a huge boost as three local businesses and a local farm family make a major contribution.

Victory Ford has donated a brand new Ford F150 for 2 years to help the 2018 committee transport the souvenir trailer and to attend local and provincial events. Expect to see it in parades and community events as we move toward the 2018 match.

"We definitely saw the significance of supporting this very important event," says Adam Lally of Victory Ford Lincoln. "To have roughly a hundred thousand people coming to Chatham-Kent is a really unique opportunity to showcase our community to the entire province."

Badder Bus Lines, a Platinum sponsor of the event, has donated the use of a signature coach for transport, and has worked with Impact Graphics to wrap the entire coach with promotional graphics. The family of Leon & Colette Leclair of Chatham-Kent, has donated the souvenir trailer. The donations and in-kind sponsorship from the three companies and the Leclair family total close to \$90,000.

"The outpouring of support from the community has been simply awesome," said Darrin Canniff, Co-Chair of the 2018 Executive Committee. "We will be thanking some of our sponsors who have donated a few of the eye-catching vehicles that will be seen in town, and we are absolutely thrilled with all the support the community has been giving both financially and in the form of local volunteers."

The International Plowing Match and Rural Expo will be held in Paincourt, Chatham-Kent Ontario, September 18-22 2018. To become a sponsor, to volunteer, or to find more information on the 2018 International Plowing Match and Rural Expo visit www.plowingmatch.org/ipm2018.

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