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**FOR IMMEDIATE RELEASE**  
**News Release**  
**September 21, 2023**

## **TOWN AUTO GROUP SUPPORTS NCW**

### **-Several non-profit, youth, and community events received funding-**

**East Wenatchee, WA-** Town Auto Group is comprised of three dealerships, [Town Toyota](#) and [Town Nissan](#) in East Wenatchee and [Town Chrysler Jeep Dodge Ram](#) in Wenatchee, with the six national vehicle brands of Toyota, Chrysler Jeep, Dodge, Ram, and Nissan. Town Auto Group gives back to the Greater Wenatchee Valley residents and their families through a variety of means with the focus on supporting kids' scholastic and sports programs, non-profit organizations, and diverse community events. Town Auto Group also contributes to over 200 employees and their families with fun, enriching events, and experiences.

Historically, Town Auto Group has been and continues to be one of the first to support regional efforts such as the Public Facilities District's Town Toyota Center, many cause-related events, and local School Districts' campaigns. Plus, Town Auto Group supports several youth sports teams, scholastic endeavors, and is the main contributor to the Town Toyota Center's Arena Youth Enrichment Fund (AYEF) held at the NCW Community Foundation. "We feel privileged to support youth activities and enrichment programs that shaped the community in which we live and work," states Tony Lisson, General Manager, Town Auto Group. The AYEF has funded over 7,000 students to Learn to Skate classes, attend the Mariachi workshop or a show who may have otherwise not been able to do so.

Town Auto Group truly lives their positioning statement of We LOVE this Town. Town Auto Group's naming partnerships enables the Town Toyota Center to continue to operate daily. In the past 15 years, the Town Toyota Center has served, educated, and entertained well over a million guests from diverse backgrounds around the State. From the Wenatchee Wild premier hockey organization to World-class shows, the arena continues to survive due to Town Auto Group's support," states Mark Miller, General

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**Town Auto Group LOVES this TOWN!**

Manager of the Town Toyota Center. Beyond monetary contributions, the dealerships help in collecting critical supplies for families as well as aid in essential needs throughout the region. Town Auto Group has supported and/or continues to help the following organizations throughout North Central Washington:

Alatheia Riding Center  
American Hole 'N One  
Apple Valley Softball Association  
Central Washington Bass Club  
Children's Miracle Network  
City of East Wenatchee (Festival of Flight)  
City of East Wenatchee (National Night Out)  
City of East Wenatchee (Classy Chassis)  
Community orientated radio station public service endeavors  
Eastmont 9U All Starts  
Eastmont Booster Club  
Eastmont Cheer Camp  
East High School (Student Store)  
Eastmont High School Senior Celebration  
Eastmont High School Wrestling  
Eastmont U9 Boys Team  
Evergreen Mountain Bike Alliance  
First responder recognition event  
Greater Wenatchee Soccer Club  
Kids in Need program  
National MS Society  
NCW Alliance  
NCW Sun Devils  
NCW Volleyball Club  
Safe Families for Children  
Schoolhouse Rugby Club  
St. Joseph Parish  
Town Toyota Center  
Town Toyota Center Arena Youth Enrichment Fund  
UKC Basketball Club  
US Paralympics  
Wellness Place  
Wenatchee Racquet & Athletic Club  
Wenatchee United SC  
Wenatchee Valley Lacrosse  
Wenatchee Valley College  
Wenatchee Valley Humane Society  
Wenatchee Valley Museum (Mariachi Northwest)  
Wenatchee Valley Museum (Night at the Museum event)  
Wenatchee Youth Girls Basketball, Wildcat Booster Club

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# WE ♥ THIS TOWN



Town Auto Group's contributions over the years have given thousands of students the opportunity to learn how to play a sport or stay involved in an afterschool program who may not have otherwise done so. "The Town Auto Group has always been an amazing partner with the Eastmont School District and has consistently shown their support of our students by providing tens of thousands of dollars to support families in need with food items, school supplies, and clothing," states Lance Noell, Principal Eastmont High School.

Town Auto Group believes in this community, cultivating and enriching their employees in good character, and building strong relationships to benefit the region. "Town Auto Group's contribution to the City of Wenatchee, City of East Wenatchee, Chelan, and Douglas counties has been monumental on numerous occasions. They are a regional business, thinking and giving on a regional level," states Frank Kuntz, City of Wenatchee Mayor.

Building on the legacy of the late Tom Barros, Sr., he believed in taking care of the people, and then, the people will take care of the business. This ideology is exactly what Town Auto Group lives daily and continues to emphasize today and for the future.

It is *Your Community + Your Family = Your TOWN*. Town Auto Group welcomes you in to experience their culture today. Please visit any of the Town Auto Group dealerships, [Town Toyota](#), [Town Nissan](#) or [Town Chrysler Jeep Dodge](#) to learn more.

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## **About Town Auto Group**

Tom Barros, Sr. started with the Toyota car dealership in the 1980's and then established the other Town brand dealerships of Town Nissan and Town Chrysler, Jeep, Ram, and Dodge. Town Auto Group continues to live the vision to support the people, so the people take care of the business.

## **About JBe Marketing Group**

JBe is pleased to be the marketing and communications partner for Town Auto Group. Founded in 2001, JBe is a full-service marketing and communications firm serving clients in diverse industries. As marketing professionals, JBe passionately creates campaigns that drive results using the right mediums at the right time. [www.jbe-marketing.com](http://www.jbe-marketing.com).

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