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FOR IMMEDIATE RELEASE

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Cal Poly Business Seniors to Host Benefit for MADD April 6

Honda 'Fit' to Debut at Event

SAN LUIS OBISPO - Orfalea College of Business seniors will host "Life in the City" a promotional fund-raising event coordinated by marketing students as part of their senior project. The event will benefit Mothers Against Drunk Drivers (MADD) and introduce students to Honda's new premium subcompact car, the Fit. The free event is open to the public and will be held Thursday, April 6 from 10 a.m. to 1 p.m. at the University Union.

Attendees will be able to preview the Honda Fit, provided courtesy of Honda, and will enjoy music, games, food and prizes. Prizes will be raffled and include an iPod, novelty items and gift certificates from local restaurants and shops. There will also be donation buckets available for event attendees to make cash contributions to MADD. All proceeds from the event will go to MADD.

"Life in the City" is the culmination of a semester-long effort by Unique Conception Partners, a marketing firm created and managed by 18 Cal Poly students participating in the Honda Fit Marketing Challenge. The project is an industry-education partnership managed by EdVenture Partners, and gives students the opportunity to apply their classroom work to real-world situations.

Drew Brandon, a student working on the project, is excited to bring the Honda Fit event to Cal Poly. "We chose to donate our proceeds to MADD because of their dedication to increasing public awareness about preventing drunk driving, particularly among teens," said Brandon.

The project will end with a post-event evaluation that will analyze the success of the campaign. Students will research the effects of the event on their target market and present their findings, along with an evaluation of their campaign strategy, to executives of Honda this spring.

For more information about the Honda Fit Marketing Challenge at Cal Poly or the "Life in the City" event, contact Diana Nguyen at (408) 204-4087.

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