



FOR IMMEDIATE RELEASE

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Preferred Automotive Dealerships

Preferred Automotive Dealerships Proudly Support Walk The Beat

GRAND HAVEN, MI – Preferred Automotive Dealerships would like to congratulate event organizers on another successful day of celebrating music, art and community during the 2017 Walk The Beat event in beautiful downtown Grand Haven. Preferred proudly supported the event, which brings together dozens of artists from all over the state to local business' and venues, where participants can literally "walk the beat" from show to show and enter a series of giveaways along the way.

The 2017 Walk The Beat was the best yet. With the help of the Preferred Automotive Dealerships, Walk The Beat was able to raise \$35,000 toward its mission to get instruments, opportunity and lessons to local youth!

Walk The Beat is a non-profit organization aimed to provide an experience for both aspiring and seasoned musicians alike, as well as music lovers. They provide instruments, lessons, radio spots, concert experience, and an overall good time to anybody looking to get involved in music. In 2003, Dave Palmer created the Spread the Music Foundation with the vision of giving everybody - no matter his or her age, nationality, race or background - the gift of music. Through this program, Dave and volunteers were able to organize countless concerts and events, give away hundreds of instruments, and give aspiring musicians a platform in which to hone their skills and grow. In 2013, Dave decided it was time to go bigger - more musicians, more community involvement, more opportunities to offer. Hence, Spread the Music was re-branded as Walk the Beat, kicking off with a huge summer music festival with over 70 acts from the area hosted by local "venues" (local businesses and shops) where participants could literally "Walk the Beat" from place to place. The success of the Walk the Beat Event has prompted a vision of going bigger, and spreading reach further. Albion, MI will host a Walk the Beat Event this fall. The goal is to heal, help and connect communities through the gift of music.

Preferred Automotive Dealerships have been locally owned and operated for over 40 years. The Preferred brand has six locations to serve customers throughout West Michigan – Preferred Chrysler Dodge Jeep Ram Muskegon and Grand Haven, Preferred



Ford, Preferred Chevrolet Buick GMC, Preferred Auto Advantage, and Toyota of Grand Rapids. The goal of the Preferred ownership team is to continue to support the communities where they work, live and play.

Preferred, Driving Our Community.

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