



Boucher Ford



**FOR IMMEDIATE RELEASE:
Boucher Ford Donates \$50 to Susan G. Komen of Southeastern Wisconsin
with every vehicle purchase in October.**

Boucher Ford Dealerships holds fundraising event for Breast Cancer Awareness.

Milwaukee, WI October, 2016 – Boucher Ford is fundraising to help raise awareness and find a cure for breast cancer, at all five of the Boucher Ford dealerships.

Boucher Ford will donate \$50 to Susan G. Komen of Southeastern Wisconsin with each vehicle purchase in the month of October. Along with that, customers will receive a premium gift with purchase. Boucher is also offering zero percent APR for 72 months on select 2016 Ford Models to help support the initiative and generate additional sales. It is all part of the Boucher Ford Breast Cancer Awareness month at all five Boucher Ford dealerships; located in West Bend, Menomonee Falls, Kenosha, Janesville and their newest location in Thiensville.

“This event presents an amazing opportunity to support a local charity in our community, as all of the proceeds will be kept within Wisconsin,” said Jeff Samp, General Manager Boucher Ford Menomonee Falls.

This program is Boucher Ford’s opportunity to give back to a great cause. “With the help of our customers, together we can drive for a cure,” says Chris Flynn, General Manager of Boucher Ford West Bend “So stop in this month to help us achieve our goal.”

About Susan G. Komen

The mission of Susan G. Komen is to save lives by serving and investing in the communities through research that prevents and cures breast cancer. With more than 3 million survivors and counting the funds help with research, treatment, screening & education to those individuals.

About Boucher Ford Dealerships

The Boucher Automotive Group owns five Ford locations in West Bend, Menomonee Falls, Kenosha, Janesville and their newest location in Thiensville. Boucher Ford is proud to have been a part of the community since 1992. Combined, they have over 1,400 Ford vehicles in stock, creating a diverse inventory to choose from. To experience a Boucher Ford dealership, visit them at any of their locations, on Facebook at @BoucherFordDealerships or online at Boucher.com.

About The Boucher Automotive Group

Boucher Ford’s parent company, The Boucher Automotive Group, was established in 1977, by Gordie Boucher, and has since grown to be one of the Top 75 dealer groups within Wisconsin, according to Automotive News. The Boucher Automotive Group is also proud to consistently appear on Deloitte’s “Wisconsin 75” ranking. Since 2010, The Boucher Automotive Group has ranked as one of the top 5 workplaces in Wisconsin, according to the Milwaukee Journal Sentinel’s “Top Workplaces Survey”. Today, The Boucher Automotive Group employs more than 1,200 Wisconsin residents. Learn more at Boucher.com

About Ford

Ford Motor Company is a global automotive industry leader. Ford goes further to make better cars, happier employees and a better planet. With vehicles like the all new and contemporary 2017 Ford Fusion and the fuel efficient 2017 Ford Escape, Ford is always innovating the industry. Learn more about Ford vehicles at Ford.com or on Twitter & Facebook @Ford.

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