



For Immediate Release
February 21, 2009

WESTERN CANADA'S LARGEST AND MOST ESTABLISHED AFTERMARKET AUTOMOTIVE LIFESTYLES TOUR ANNOUNCES HIATUS FOR 2009

Vancouver, British Columbia - DRIVEN TO PERFORM, known also as **DTP** and produced locally by **Envision Events Inc.**, will be suspending its tour this season ending what would have been its eighth consecutive year as Western Canada's largest and longest running aftermarket automotive lifestyles show.

For the past seven years since 2002, the tour has annually exhibited hundreds of jaw dropping vehicles from all over North America in each city it visits. Driven To Perform also showcased everything from the newest accessories, performance parts, to the latest in mobile audio and video technology – basically all products and services a car fanatic would want. In addition to the show-stopping cars, trucks and bikes, the events also boasted multiple lifestyle components.

"It has been an unforgettable and truly extraordinary seven year run for the show series. During this time, it became the largest and most established tour of its kind in the country – a genuine credit to the multitude of supporters and exceptional sponsors who kept the event going and growing year after year. The current global financial climate, however, is not something we can simply ignore. In particular, the economic crisis facing the automotive industry makes it impossible for us to continue until further notice. On behalf of the entire staff, I would like to express our sincere and heartfelt gratitude to **B.C. Place Stadium** and other partners, sponsors, and most importantly – to all our loyal registrants and attendees – Thank You!" says Jason Tse, with Sales and Marketing at Envision Events Inc.

Joseph Richard, Event Manager at B.C. Place Stadium, expressed disappointment at the cancellation announcement, as it was always one of the most popular on the venue's calendar of events and noting that the facility will eagerly anticipate the show's return.

In the past seven years many notable personalities have made appearances including but not limited to: **Kaba Modern** from MTV's America's Best Dance Crew, recording artists such as **Elise Estrada** and **Cory Lee**, UFC Middleweight Fighter **Jason "The Athlete" MacDonald** and Octagon Girl **Arianny Celeste**, as well as reality television show sweethearts such as **Melissa Reyes** from Pussycat Dolls Present: The Search For the Next Doll, **Jayla Rubinelli** from America's Next Top Model, and **Jennylee Berns** from Beauty and the Geek. Coupled with the region's largest urban dance competition, R/C cars, DJs and more, the series was a major tour de force and is a destination event that will surely be missed by the youth community.

With thousands of visitors per show, for each of the cities the tour visited, the event undoubtedly had a significant economic impact.

Some major sponsors last year included: **Toyo Tires, Mobil 1, Pepsi, Mazda, Honda, Lordco, General Motors, London Drugs, Mitsubishi, and Exedy.**

Despite this announcement, there are currently plans to continue production of aftermarket automotive events this year (2009) in Alberta and Manitoba, albeit under a different brand, format and management. To inquire about these events please visit www.RepMedia.ca or contact Mark Seto at Info@RepMedia.ca. For further information about Driven To Perform please visit: www.DrivenToPerform.ca

-30-

Reference:

Laura Ballance
LBMG
604.871.4451
info@lbgm.ca