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FOR IMMEDIATE RELEASE

DRIVING FORCE Re-Opens Used Vehicle Sales Centre
50 Best Managed company expands Fort McMurray operation with addition of sales and leasing business

(Fort McMurray, Alberta) – DRIVING FORCE celebrates the grand re-opening of its Used Vehicle Sales Centre with a sales event this Saturday, May 3rd, from 9am until 6pm. The event features Edmonton Oilers' captain Ethan Moreau, former captain and hall-of-famer, Al Hamilton and hockey hall-of-famer and "voice" of the Oilers, Rod Phillips, as well as Ed Hervey from the Edmonton Eskimos. They will be on hand to sign autographs from 1pm to 3pm.

The Fort McMurray Boys' and Girls' Club is barbequing hot dogs and hamburgers, with proceeds going to help provide mentorship and programming for local youth.

DRIVING FORCE Fort McMurray is part of an organization recognized as one of Canada's 50 Best Managed Companies. The location serves customers across northern Alberta, including large fleet rentals to the oil and gas industries.

The first DRIVING FORCE used vehicle sales centre was closed in 2004 due to the unprecedented growth in Fort McMurray and the labour shortage the city soon faced. With new branch manager Laverne Nelson and his group of experience salespeople, DRIVING FORCE is re-launching the sales centre to meet the city's ever-expanding vehicle needs.

DRIVING FORCE recently celebrated its 30th Anniversary. The company has experienced its own growth over the past several years, and Fort McMurray is now one of 11 locations across Canada, including Vancouver, Iqaluit and its first U.S. branch in Albuquerque, New Mexico.

The used vehicle showroom is located off Highway 63 at **340 Parent Way**. Contact the sales showroom at **780-791-0932**, or peruse its vehicle inventory at www.drivingforce.ca.

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For further information or photo opportunities contact:

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