

33rd Lamborghini Club America Takes Monterey Car Week By Storm With “Serata Italiana” Benefitting Avon Breast Cancer Crusade

“Chandon for a Cure” pink-wrapped Lamborghini toured from Los Angeles to Monterey to promote fundraiser and breast cancer prevention awareness



SANTA ANA, CA – August 20, 2012 – The 33rd Lamborghini Club America awards dinner during the Monterey Car Week brought together an impressive gathering of car owners and enthusiasts in support of the Avon Foundation 501(c)(3) and its Avon Breast Cancer Crusade. Starting with a trip by a pink-wrapped, Chandon-sponsored Lamborghini which traveled from Los Angeles to Monterey to promote the event driven by Andrew Romanowski, President of Lamborghini Club America.

The VIP event, entitled *Serata Italiana* (“an Italian evening”) was the brainchild of boutique interactive media communications powerhouse Comatica, located in Costa Mesa, CA, and was deemed a huge success by the client and sponsors alike, exceeding even the most optimistic expectations.

“We have been planning for *Serata Italiana* all year, and it is quite rewarding to see how well everything came together,” said Joy Loo, Co-founder and Principal of Comatica. “This is our second year working with the Lamborghini Club America in conjunction with the Monterey Car Week, and this year was even better than last.”

Comatica was responsible for every facet of the creative development and management of *Serata Italiana*, including the guerilla marketing for the pink “Chandon for a Cure” Lamborghini mobile promotion, which was designed to help promote the event and create awareness for the Avon Breast Cancer Foundation. Comatica was also charged with spearheading the website, social media, event planning, and creating a lavish and chic event for Lamborghini’s special guests.

Drawing more than 250 high profile Lamborghini Club America members, owners and enthusiasts, the event took place on Saturday, August 18, 2012 at the Pasadera Country Club in Monterey during the Pebble Beach Concours d’Elegance weekend. Of the many highlights of the evening was a performance by Canadian-born comedian Russell Peters, who is ranked by Forbes as one of the highest grossing comics in the U.S.

As guests arrived on the red carpet at the breathtaking Pasadera Country Club they were greeted with fanciful Chandon Brut and Rose splits and flute toppers, tray passed hors d’oeuvres, some of Italy’s finest wines including Tor Del Colle Brindisi Riserva, Faltognano Chianti Montalbano, Enzo Vincenzo Ripasso Valpolicella, Ale Fur Lan Pinot Grigio Venezia Giulia, Battaglino Roero Arneis, and Ca’ Ed Balos Moscato D’asti and concluded the evening with a gourmet menu specially selected and prepared by Chef Raul Cervantes, 4-star executive chef at Pasadera.

Notable among the crowd included Automobili Lamborghini executives from Italy; Valentino Balboni, former test driver for Lamborghini, Rene Sueltzner, after-sales manager for North America, and Gianluca Siciliano, West Coast sales manager for the United States.



“Serata Italiana was the best event that the Lamborghini Club has done yet, with most Lamborghini owners commenting that it was the highlight of the entire Monterey Car Week. However, the best is yet to come... *Serata Italiana* 2013 will celebrate the 50th Anniversary of Automobili Lamborghini,” said Andrew Romanowski, President of Lamborghini Club America.

The evening also showcased event sponsors included Lamborghini San Francisco and Los Gatos, Automobili Lamborghini, Black & White Car Rental, Garage Envy, MAcarbon, JP Logistics, Monster Products, Swissvax, Pitstop Furniture, Glenmorangie, Chandon, Lokoya, Grand Prix Tours, Michaels Law Group, Pasadera Country Club, Comatica and SupercarFocus.com Dirk Photography.

All silent auction proceeds from the event are being given directly to the Avon Foundation for Women in support of the Avon Breast Cancer Crusade. Launched in the United States in 1993, Avon philanthropy has raised and donated over \$740 million to breast cancer programs around the world, supporting cutting-edge research to find a cure or prevent breast cancer as well as enable patients to access quality care.

About Lamborghini Club America

Founded in 1975, Lamborghini Club America is the world’s largest organization of Lamborghini owners and enthusiasts. Members around the world actively participate in the organization’s events and gatherings. The Lamborghini Club America is a motor club centered on the Automobili Lamborghini brand and is supported by the corporate brand.

About Comatica

Comatica is boutique interactive media agency that is a coalition of hand-picked strategic partners who push creativity and ingenuity. Based out of Orange County, CA, Comatica is a passionate group of marketers, creative minds and techsperts, on the leading edge of online marketing, web development and guerilla marketing.

About the Avon Foundation for Women

The Avon Foundation for Women, the world's largest corporate-affiliated philanthropy focused on issues that matter most to women, was founded in 1955 to improve the lives of women. Through 2011, Avon global philanthropy has donated more than \$860 million in more than 50 countries for causes most important to women. Today, Avon philanthropy focuses its funding on breast cancer research and access to care through the Avon Breast Cancer Crusade, and efforts to reduce domestic and gender violence through its Speak Out Against Domestic Violence program. Avon also responds generously to provide support for relief and recovery efforts in times of major natural disasters and emergencies.