

Porsche presents the Porsche Canada x Art Battle 2022 Championship

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07/04/2022 Sports car brand to support the dreams of local community artists

Porsche Cars Canada, Ltd. is pleased to announce their support of artists and their local communities through a partnership with Art Battle Canada. Starting in April and culminating at the final event in July, the event series will give artists a step up to the easel for a chance to represent their communities at the 2022 Art Battle Canadian National Championships presented by Porsche Cars Canada.

The event series kicked off with a sold out show on March 29 at The Great Hall in downtown Toronto. Porsche Canada sponsored local artist, Montina Hussey to open the event where she took to the stage

to live paint an abstract piece in under one hour. The final product was available for auction throughout the night and 100% of the proceeds went to Toronto art charity, Sketch.

"This remarkable display of talent by a diverse group of artists from across the nation is an inspiration to all Canadians," said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. "We are proud to share their stories and showcase their work through the Art Battle Championships and invite everyone to help us choose the 2022 Canadian champion".

This event series held in various cities across the country over the next four months will identify 11 qualifying artists who will travel to Toronto in July to compete with the incumbent champion Allan André in the National Championship finale. The 2022 Canadian champion will represent the country at the World Championships of Art Battle in Tokyo, Japan, in early 2023.

To further support art in local communities and to bring future artists closer to their dreams, Porsche Cars Canada will continue to sponsor artists from select cities to take part in a special live painting initiative for charity. Final creations will be auctioned with 100 per cent of the proceeds donated to a local community art organization.

About Art Battle Canada:
Since 2009, Art Battle Canada has been presenting the finest in live art competition events in dozens of cities across Canada. Artists compete at hundreds of local events each year in the hopes of moving on to higher levels of competition. Audience votes determine event winners as artists battle to become City Champions, vie for position in regional and provincial competitions, and ultimately to represent their communities at the Art Battle National Championships, to be held next in July 2022 in Toronto.

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About Porsche Cars Canada, Ltd.
Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 60 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2021, Porsche delivered 9,141 units in Canada, marking its best-ever sales year.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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