

# PRESS RELEASE



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## LOCAL AUTO DEALER TO HELP FAMOUS 'SNOW' CAMEL GET NEW TRUCK

*Brown-Daub Alfa Romeo to hold free community photo event with Einstein the Camel to help local petting zoo get new vehicle.*

*Wednesday Dec. 12 from 5-7pm at Route 33 and Hecktown Road, Easton*

(Easton, PA), December 6, 2018– In a story that garnered national media attention, Einstein the Camel from Peaceable Kingdom Petting Zoo became a celebrity when he was spotted along Route 309 in the middle of a blizzard. Einstein's handlers became stranded when their van lost traction in the snow. In order to lighten their load, they temporarily took Einstein out of his trailer so their vehicle could navigate the slippery hill. Surprised motorists instantly began taking photos and video that became viral and spread quickly through social media.

Einstein's owners realized their aging van was ill equipped to transport the nearly 1500 pound camel safely year round, but funds to purchase a new 4x4 truck were not available.

*"When we heard about the story and their needs for a new vehicle, we were excited to help. They rely on all-weather transportation to take their animals to children's parties and events all over, and luckily we were in a position to help," said Ryan Frable of Brown-Daub Alfa Romeo. "This is the time of giving and it's a perfect way for us to help an organization in need."*

On Wednesday (Hump Day!) December 12<sup>th</sup> from 5-7, Einstein will be at Brown-Daub Alfa Romeo at 3903 Hecktown Road in Easton for free pictures. People can bring their phones and cameras for personal photos and all photos shared and tagged on social media will earn a donation from Brown-Daub to offset the price of their new truck. Einstein will have his holiday decorations, and will make this a unique photo to share with family and friends for the holidays.

Brown-Daub Alfa Romeo is the only Alfa Romeo dealership in the region and is a part of the Lehigh Valley's Largest Automotive Group. Founded in 1936, Brown-Daub has grown to include Chrysler, Jeep, Dodge, Ram, Chevrolet, Volvo, Fiat, Kia, and Alfa Romeo as well as thousands of pre-owned vehicles, award winning service centers and body shops throughout the Lehigh Valley. Please visit [www.browndaub.com](http://www.browndaub.com) for further information on the dealerships.

If you would like more information about this topic, please contact Jason A. Causa, Agency P at 610-533-5311 or email at Jason@agencycp.com.