



NW Honda Dealers Raise The Base on Kids Zone

The Kind is Better Kids Zone will have two locations for the kiddo's delight

For Immediate Release

Portland, Ore., Jan. 18, 2019 – The Portland International Auto Show (PIAS) is thrilled to announce that the Northwest Honda Dealer's Association has agreed to sponsor the Kind is Better Kids Zone, to be co-located in both the Honda exhibit on the main show floor, and in its traditional location, the in the Holladay Lobby. The PIAS will be held at the Oregon Convention Center this Jan. 24 – 27.

The Kind is Better is a program that was kicked off by Portland-area media outlet KATU. The program is designed to address mental health issues among young people in the greater Portland area, including airing stories about struggle and survival. The Honda exhibit will feature resources and program information.

Additionally, to entertain the kids, and even their parents, the exhibit will feature an opportunity to test their skills in the Honda Express Service Tire and Wheel Quick Change event. There will also be a virtual reality experience that sees participants virtually ride an elevator to the top of a skyscraper, taking turns walking a plank once they arrive at the top.

There will be temporary tattoos for the kids, along with a chance to design a custom driver's license (not legal of course) that can be used as an ID card. Kid's can also show their creativity by practicing their graffiti skills in the Digital Graffiti area located within the exhibit.

Finally, the Kind is Better Kids Zone will continue in the Holladay Lobby with a giant slide, temporary tattoos and special kids snacks, all courtesy of the Northwest Honda Dealers Association.

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About the PIAS

Presented by the Metro Portland New Car Dealers Association, the PIAS is the largest Auto Show in the Pacific Northwest, and the largest show held at the Oregon Convention Center.

Show Dates:

Wed. Jan. 23 – 6:30 pm – 9:30 pm – Sneak Peek for Charity

Thurs. Jan. 24 – 5 am – 10 am – Press Preview

Thurs., Jan. 24 – Sun., Jan. 27, 2019 – Public Show

Public Show Hours:

Thurs., Jan. 24 10 am – 10 pm

Fri., Jan. 25 10 am – 10 pm

Sat., Jan. 26 10 am – 10 pm

Sun., Jan. 27 10 am – 7 pm

Ticket prices:

Adults (13 and older) \$14

Seniors \$12

Military (with ID) \$10

Children (7 – 12) \$7 (On Family Day, Sun., Jan. 27, children 12 and under are free when accompanied by a paid adult)

Children 6 and under Free

Adult Four Pack \$50 (four adults only, good any day)

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