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Chrysler Brand Partners with United Way for Southeastern Michigan and Scholastic to Donate 148,500 New Children's Books to Metro Detroit Youth

- Chrysler brand combines forces with United Way for Southeastern Michigan and Scholastic to put 148,500 brand-new books in the hands of metro Detroit Youth
- From mid-July through September, Scholastic books will be distributed at sites throughout the metro Detroit area

July 2, 2013, Auburn Hills, Mich. - Starting mid-July through September, Chrysler brand will partner with United Way for Southeastern Michigan (UWSEM) and Michigan No Kid Hungry to distribute 148,500 Scholastic children's books at summer "Meet Up and Eat Up" events, Early Learning Communities, health centers and an elementary school within the metro Detroit area.

"Donating these books is a part of Chrysler brand's mission to drive early education," said Saad Chehab, President and CEO - Chrysler Brand, Chrysler Group LLC. "We hope the distribution of these books inspires children's imaginations and helps to provide them with some of the necessary tools they'll need to achieve a limitless future."

Recent research from the Scholastic-created [Kids & Family Reading Report](#) shows that having a reading role-model/parent or a large book collection at home has a greater impact on kids' reading frequency than does household income.

Chrysler brand's book distribution directly supports the efforts of UWSEM and Michigan No Kid Hungry to increase participation in summer meal programs and early education initiatives by creating resource-rich environments for kids, and helping to put books into the hands of children who need them most.

Book distribution at summer food programs, Early Learning Communities, health centers and an elementary school will help provide parents and caregivers in metro Detroit the tools and resources they need to reduce the literacy gap and help more children go to school ready to learn.

Meet Up and Eat Up events:

- **Friday, July 12**
3-6 p.m.
Baldwin Center (www.baldwincenter.org)
212 Baldwin Ave., Pontiac, MI 48342
- **Wednesday, July 17**
11 a.m.-2 p.m.
Corrigan Playground
5151 Alter Rd., Detroit, MI 48224
- **Thursday, July 18**
11 a.m.-2 p.m.
Baldwin Park
Corner of Howard St. and Edison St., Pontiac, MI 48342
- **Friday, July 19**
11 a.m.-2 p.m.
The Revolutionary Church
20060 Van Dyke, Detroit, MI 48234

Early Learning Communities:

- **Don Bosco Hall's Community Resource Center** (www.donboscohall.org/)
19321 West Chicago, Detroit, MI 48228
- **Development Centers, Inc.** (www.develctr.org/)
17321 Telegraph Rd., Detroit, MI 48219
- **The Guidance Center** (www.guidance-center.org)
15601 Northline Rd., Southgate, MI 48195
- **Leaps and Bounds Family Services** (www.leapsnbounds.org/)
8129 Packard, Warren, MI 48089
- **Macomb Family Services** (www.mfsonline.org/)
36975 Utica Rd., Suite 102, Clinton Twp., MI 48036
- **Oakland Child Care Coordinating Council** (www.oaklandchildcare.org/)
500 Hulet Dr., Suite 101, Bloomfield Hills, MI 48302
- **Oakland Family Services** (www.oaklandfamilyservices.org/)
114 Orchard Lake Rd., Pontiac, MI 48341
- **Southwest Solutions - Larkins ELC** (www.swsol.org/)
5675 Larkins, Detroit, MI 48210
- **Wayne Metropolitan Community Action Agency** (www.waynemetro.org/)
138 Cortland, Highland Park, MI 48203

Health centers:

- **DMC Sinai Grace Hospital** (www.sinaigrace.org/)
6071 West Outer Dr., Detroit, MI 48235
- **Wayne Children's Healthcare Access Program** (www.wchap.org/)
17567 Hubbell, Detroit, MI 48235

Elementary school:

- **Wednesday, Aug. 28**
Marcus Garvey Elementary (www.detroitk12.org/schools/school/313/)
2301 Van Dyke, Detroit, MI 48214

Chrysler brand has long been committed to enriching the lives of youth across America. Since 1993, when Drive for the Kids was first introduced, the Chrysler brand and its dealers have worked with parents and educators in communities across the nation contributing more than \$4 million directly to local schools for student needs. Participating schools received a \$10 contribution from Chrysler brand on behalf of everyone who took a brief test drive in a Town & Country minivan—highest ranked in loyalty 11 years in a row—or another Chrysler brand vehicle that was available for test drive on the day of a test drive event. From playgrounds and field trips to reading programs and new computers, the Chrysler brand is proud of this tradition of community involvement.

About United Way for Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. For more information, visit LiveUnitedSEM.org.

About Chrysler brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of the Chrysler 200 Convertible, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles

reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler 200 and Chrysler 200 Convertible.

The world-class interior of the Chrysler Town & Country minivan is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options including Stow 'n Go® seating with one-touch fold-down function, dual DVD entertainment system, navigation and SIRIUSXM satellite radio with Travel Link making the Chrysler Town & Country the ultimate family vehicle. A 3.6-liter Pentastar V-6 engine is a "Ward's 10 Best Engine" and produces a best-in-class 283 horsepower and is mated to a six-speed automatic transmission with a fuel economizer mode. Town & Country achieves 17 miles per gallon in the city, 25 on the highway.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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