

## **FCA Holiday Double Header; FCA Canada Employees and Retirees Pledge Over \$1.24 Million to United Way and Fill Eight Chrysler Pacifica Minivans Full of Toys for Sparky's Toy Drive**

- FCA Canada employee and retiree contribution to United Way/Centraide Windsor-Essex County 2019 campaign totals \$1,249,110
- FCA Windsor Assembly Plant employees fill eight Chrysler Pacifica minivans full of toys, valued at over \$35,000
- Largest United Way donation and largest toy drive contribution in Windsor-Essex community

December 7, 2018, Windsor, Ontario - During a special presentation at FCA's [Windsor Assembly Plant](#) (WAP) today, Michael Brieda, plant manager, announced a donation of \$1,249,110 to the United Way/Centraide Windsor-Essex County 2019 campaign. This marks the largest donation in the Windsor-Essex community and the 33rd consecutive year of FCA Canada employees and retirees donating over \$1 million.

In a holiday double header press conference, Brieda also unveiled a generous contribution of new toys collected from FCA Windsor Assembly Plant employees valued at over \$35,000, which were overflowing from eight Chrysler Pacifica minivans, for distribution to the Windsor Fire & Rescue Services as part of their annual Sparky's Toy Drive.

"FCA employees in Windsor are some of the most generous I've seen throughout my career. No matter the cause, they are tireless when it comes to helping others who are struggling or going through tough times," said Reid Bigland, president and CEO, FCA Canada. "2018 marks our 71st year of working with United Way and 16th year with Sparky's Toy Drive. I couldn't be more proud of our Canadian workforce for their unwavering commitment to the local community."

In addition to the annual campaign, FCA employees also volunteer for many United Way-sponsored events throughout the year. Recently, Brieda led "Team Pacifica" in the Detroit Free Press Marathon, where participating FCA employees collected funds that benefitted the United Way of Windsor/Essex, while other FCA employees volunteered their time at a beverage station for the participants. This effort generated over \$34,000.

Funds raised this year will go toward helping United Way take action to help local families and individuals gain access to education and financial stability. Programs include emergency assistance, after-school programs, and various means of mentorship and support.

"For decades, the team from FCA Canada and its unions have shown their local love through their dedicated support of United Way," said Lorraine Goddard, CEO of United Way/Centraide Windsor-Essex County. "From raising millions of dollars to support local programs, to collecting backpacks for kids, their support goes on and on. Our community is so grateful for their incredible commitment and generosity."

"FCA Windsor Assembly employees have been an integral part of the Sparky's Toy Drive success over the years. The campaign would not exist without their support," said Sean Costello, captain, Windsor Fire & Rescue and coordinator, Sparky's Toy Drive. "As Sparky and I accompany the plant volunteers on toy collection day, I am amazed to see first-hand, the generosity at the plant gate, knowing full well this same group of people helps countless organizations year-round. We are very grateful for the continued partnership."

"Just another example of how WAP employees continually dig into their pockets to help the Windsor/Essex community," said Dave Cassidy, president of Unifor Local 444.

### **About United Way**

United Way/Centraide Windsor-Essex County mobilizes the caring power of the local community to improve lives in measurable and lasting ways. The United Way focuses on three priority areas: poverty to possibility, all that kids can be and strong neighbourhoods. Additional information is available at [www.weareunited.com](http://www.weareunited.com).

#### **About Sparky's Toy Drive**

Sparky's Toy Drive is an annual local holiday campaign that collects brand new toys for over 3,200 children in need throughout the Windsor-Essex community. The program is organized by Windsor Fire & Rescue Services.

#### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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