

Good Citizenship

Carmaker Is Driven To Help Students Achieve

(NAPSI)—Keeping America's schools and students on the road to success is no easy task. Teachers, students and school officials often find themselves scrambling to raise funds with little monetary support at the local level.

Fortunately, one of the best-known carmakers in the world is once again stepping up and helping out. For the past 20 years, the Chrysler brand has supported the enrichment of schools in the communities where it does business, contributing nearly \$5 million since its start.

For instance, through its "Drive for the Kids™" fundraising initiative, the carmaker uses its local dealerships to coordinate with parents and teachers to host fundraisers in support of the enrichment of America's schools.

Making A Contribution

Each year, Chrysler coordinates 300 local fundraisers across the country. Many of these events earn several thousands of dollars that go toward a variety of school initiatives, such as equipment and books, and offset the costs of various student events.

In addition, the school earns a \$10 contribution for each test-drive taken in a 2013 Chrysler Town & Country minivan—a vehicle ranked highest in customer loyalty 11 years in a row.

A Chance To Win

Attendees who register for more vehicle information or participate in one or more test-drives are entered automatically into the Chrysler Group national



By test-driving a vehicle, parents and guests can raise money for schools in the community where they live.

giveaway for a chance to win \$45,000 toward any eligible Chrysler Group vehicle.

Plus, the five schools that have the most test-drives this year will win \$5,000 for their school, for a total contribution of \$25,000 in additional funding from Chrysler through the "Drive for the Kids™" program.

To sign up and get rolling with a Drive for the Kids fundraiser, visit drive4kids.com. To learn more about Chrysler, visit www.chrysler.com.

Did You Know?

When it introduced Drive for the Kids in 1993, Chrysler became the first auto manufacturer to support schools where its dealers do business. Since then, its dealers have continued to work with parents and educators in their local communities to make additional contributions. To learn more, visit www.chrysler.com.