

Jeep Gives \$50K in Support Of Hero Summit Partners

The Jeep brand continues its support of the men and women who serve our country with donations of \$50,000 to organizations supporting U.S. military veterans and their families.

The donations were made in conjunction with the Jeep brand's sponsorship of *Newsweek* & The Daily Beast's first annual Hero Summit held Nov. 14 and 15 in Washington, D.C.

The Hero Summit, an exploration of character and courage, was a gathering of a broad representation of leaders who examined the essential elements of moral, political, intellectual and physical courage, resilience, and selflessness.

The summit encouraged attendees and sponsors to support Hero Summit Solution Partners that provide services for military service men, women and their families.

The Jeep brand donated \$10,000 each to the following charities:

- The Mission Continues, which awards community service fellowships to post-9/11 veterans, empowering them to transform their own lives by serving others and directly impacting their communities (<http://missioncontinues.org/>).

- Congressional Medal of Honor Foundation, which perpetuates the Medal's legacy through its flagship Character Development Program, helping students to explore the values embodied in the Medal and how they can be exemplified in daily life (<http://www.cmohfoundation.org/>).

- Intrepid Fallen Heroes Fund, an organization supporting U.S. military personnel suffering traumatic brain injury and post-trau-

matic stress, and their families (<http://www.fallenheroesfund.org/>).

- Student Veterans of America, which provides military veterans with the resources, support, and advocacy needed to succeed in higher education and following graduation (<http://www.studentveterans.org/>).

- Team Rubicon, who unites the skills and experiences of military veterans with medical professionals to rapidly deploy emergency response teams into crisis situations (<http://teamrubiconusa.org/>).

"A company that stands for values can create value," said Olivier Francois, chief marketing officer, Chrysler Group LLC. "For Jeep, heroism is a brand attribute. Jeep not only shares its bond with the military and this nation's values, it is also true to who we are as a corporation.

"We believe that corporate leaders must be guided by the same beacons that define the virtues of a hero."

The Jeep brand's roots stem back to 1941 when the vehicle made its military debut. Since then, Jeep has been active in supporting and honoring past and present U.S. military troops.

"Given the Jeep brand's deep ties to the U.S. military, partnering with the Hero Summit to benefit our veterans makes perfect sense and is the right thing to do," said Mike Manley, president and CEO, Jeep Brand, Chrysler Group LLC. "Jeep has had a significant presence within the U.S. military from our beginning more than 70 years ago, and we are always very proud and honored to support those who continue to keep our nation's freedom."

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