

Ford Launches Video Series To Support 'Pink' Warriors

Ford Warriors in Pink – the program created by Ford Motor Company to raise awareness and funds in the fight against breast cancer – continues its 19-year quest to keep the subject of breast cancer a part of everyday life.

This month, which is Breast Cancer Awareness Month, Ford Warriors in Pink and actor Gilles Marini will be in New York City promoting the limited-edition T-shirt Marini created to aid in the fight against the disease.

Additionally, Ford Warriors in Pink is launching two distinct video series:

One, "In Her World," created by celebrity news site PopSugar, is an intimate look at prominent women and their stories of inspiration, said Ford spokesperson Marisa Bradley.

The other, "Courage Talks," part of the Models of Courage campaign created in 2012, covers the difficult conversations breast cancer patients will inevitably face.

"Ford Warriors in Pink will continue to be a united force in the fight against breast cancer," said Tracy Magee, Ford Experiential Marketing manager. "As long as there are women and men out there battling breast cancer, we will be here fighting alongside them."

Marini, who has appeared on television in "Dancing with the Stars," "Switched at Birth" and "Brothers & Sisters," as well as in the movie, "Sex and the City," has joined the Warriors in Pink team to be an active warrior in the fight against breast cancer, Bradley said.

A full 100 percent of the net proceeds from the limited-edition "United with Love" T-shirt

he created will go to the Dr. Susan Love Research Foundation.

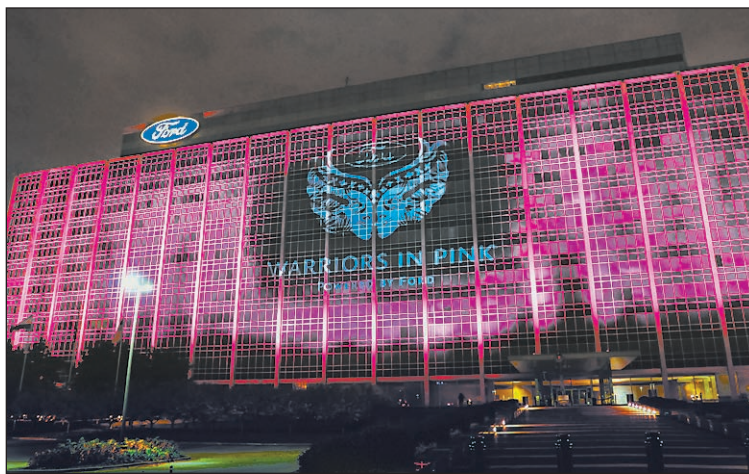
Like so many, Marini has been personally affected by the disease, Bradley said. After losing his father to cancer at a young age, then watching his sister-in-law battle breast cancer, Marini became passionate about the cause. "I want to help put an end to breast cancer," he said. "Too many lives have been lost already."

Marini's design Tee retails for \$20 and can be purchased from www.fordcares.com. The T-shirt will also be available for sale, along with select apparel from the 2013 Warriors in Pink collection, through a Warriors in Pink multistop tour in New York City Oct. 8-9, Bradley said.

Ford Warriors in Pink continues to spread awareness, and is partnering again with CBS prime-time talent to create public service announcements featuring Warriors in Pink apparel that will air throughout October, Bradley said. These PSAs will feature talent from "2 Broke Girls," "The Good Wife," "NCIS" and other popular CBS shows.

To continually unite the breast cancer community, the two distinct video series Ford Warriors in Pink has launched are aimed at spreading messages of hope, courage and awareness, Bradley said.

New for 2013, the Warriors in Pink partnership with PopSugar on the launch of "In Her World" takes an intimate look at the lives of high-profile women to get an idea of what challenges they have and what inspires them. This inspirational video series, Bradley said, illuminates key aspects of their passions, success-



Ford World HQ bathed in Pink to promote breast cancer awareness.

es and personalities – and includes women directly affected by breast cancer.

PopSugar has also created a special Ford Warriors in Pink segment that portrays an intimate interview with Marini. Available this month, these videos can be viewed on the PopSugar website, www.popsugar.com, and on Warriors in Pink social media platforms.

Additionally, Ford's Models of Courage campaign, created in 2012, is launching "Courage Talks," a new video series featuring breast cancer survivors sharing their experiences in order to help guide those difficult conversations associated with the disease, Bradley said. From fear to

hope, tough subjects and honest discussions, the series covers it all. Available now, the talks can be viewed on the Warriors in Pink Facebook page, under the tab, "Courage Talks."

Ford's commitment in the fight against breast cancer runs well beyond raising funds, Bradley said.

The automaker is dedicated to making a difference 365 days a year by encouraging women to become informed and visit their doctors, educating them about how early detection saves lives.

This year marks Ford Motor Company's 19th year of support. To date, Ford has dedicated more than \$120 million to the cause, said Bradley.

Holiday Cards Mean Meals for Elderly

Club GM is selling special "Hunger Takes No Holiday" greeting cards that will raise money to support Meals on Wheels.

A single \$5 holiday card provides a complete meal for one homebound elderly person in metro Detroit. Cards may be purchased at Club GM stores. The deadline is Nov. 14 for Thanksgiving and Dec. 13 for Christmas.

Club GM contacts are Jeff Froggett, 586-218-0938 at the De-

sign Center store; Joe Wrobel, 586-201-5553 at the Tech Center's Engineering East building; Megan Iacona, 586-879-5216 at the Tech Center's Engineering North building; Dorothy Woods, 586-986-2926, at the GM R&D Center; Marva Leverett, 313-667-3755 at the Renaissance Center; Barry Hensel, 248-904-0398 at the Pontiac Powertrain Building B; and club chairman Ardin Hammel at 586-754-6547.

Military Can Get Good Discounts At GM Dealers

Enhancements to General Motors' vehicle discount program for active and reserve military members can make owning a new Chevrolet, Buick, or GMC car or truck more affordable.

Already the most generous vehicle discount in the industry, said spokesperson Ryndee Carney, the improved GM Military Discount Program features an increased discount for greater savings, offering an invoice model and options price below the suggested retail price, plus destination fees and a \$150 program fee for eligible vehicles, Carney said.

The discount can be combined with the most current incentives – including bonus cash, consumer cash, GM Card Earnings and trade-in allowance.

"GM has long supported the military and military families," said Chuck Thomson, general manager, GM Retail Sales and Marketing Support, "and we hope this improved program will show our appreciation for their service by providing them with greater savings when they purchase one of our great new vehicles."

GM's military discount is available to more military members than any other brand, said Thomson. That includes active duty, reserves, veterans within one year of discharge date, and military retirees and their spouses, he said.

Active and reserve members of the U.S. Air Force, Army, Navy, Marines, National Guard and Coast Guard can get additional information about their new-vehicle discount, in addition to specific, model-by-model examples, at the gmmilitarydiscount.com website.

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