

Local Parents Win Traverse in Chevy Baseball Program

by Jim Stickford

Baseball has been very, very good to John and Christine Quirk this year.

The couple won a brand new Chevy Traverse as part of GM's "Chevy Youth Baseball" promotion. They picked up their Traverse at Heidebreicht Chevrolet in Washington Township on Nov. 7.

Jenna Acari, marketing coordinator at Heidebreicht Chevrolet, said that the dealership has been participating in the promotion since 2011.

"Chevy's been putting on this program for the past few years," Acari said. "Dealers decide whether or not to participate. Those that do get to choose a local baseball league to support."

Heidebreicht chose the Washington Area Athletic Association's baseball league, Acari said. They paired with a couple of teams and provided equipment and T-shirts. The dealership also donated \$500 to the league for its use.

"The league put on a great opening day ceremony," Acari said. "And they have a great end-of-season celebration as well. That's where our money to the league goes."

Acari said Chevy gives each participating dealership 2,000 raffle tickets. These tickets then can be sold by the leagues to raise money.

"The great thing about the tickets is that there is no price on them," Acari said. "The leagues get to set the price. And the ultimate prize is a new vehicle — either a Chevy Malibu or Traverse. The winner gets to pick which one. The winner also gets to pick a trim level up to \$40,000."

"Chevy Youth Baseball" is broken down into five regions across the country, Acari said. Each region has one ultimate winner, so a total of five vehicles are given out. Heidebreicht Chevrolet is in the Northcentral region."

Acari said that the chances of anyone in the Northcentral Region winning the raffle was more than 100,000 to 1 against, so the Quirk family really beat the odds.

"We got our raffle ticket at the

beginning of the baseball season," said Christine Quirk. "The league had set up a special tent at the opening day ceremony. And they were giving out raffle tickets to anyone who gave them their name and email address."

The raffle drawing didn't take place until August, Christine Quirk said. By the time it took place, she forgot that they even picked up a ticket.

"When I first heard, I thought it was a scam," Christine Quirk said. "You know how it goes. You get an email with the phrase, 'you have won a free car' in the subject header. It sounds like one of these scam emails that you are always getting. So I deleted the notification."

Fortunately for the Quirk family, Chevrolet was persistent. They were then notified by telephone that they had won a legitimate raffle and were not being targeted by Internet con artists.

"When I first got my raffle ticket, I was told the odds of me winning were about 127,000 to 1," Christine Quirk said. "But when we picked up the car, we were told that more people in the Northcentral Region had entered, so the odds were closer to 300,000 to 1."

After learning they had won the raffle, the Quirks then had to decide between a Malibu and a Traverse.

Christine said both are nice vehicles, but the Traverse better fits their needs as a family with small children.

John Quirk works for Jacob's Technology in Bingham Farms. His company provides automotive services to OEMs, and they even maintain a wind tunnel at GM's Warren Tech Center.

"We picked the Traverse and when we got it, it was better than I expected," said John Quirk. "It has a lot of cool stuff and we like the size of the vehicle. We have two kids. Owen is our oldest. He's 10. Riley is our youngest. She's six."

Both play baseball and now we have more room to take them to events. And the Traverse is so big, we have room to take them and their friends places. That's great."

Christine Quirk said going with



Chevrolet Baseball winners at Heidebreicht Chevrolet in Romeo. From left: Bob Krapes, Chevrolet zone manager; winners Christee Quirk, Riley, Owen and Christopher Quirk; Kristine Gallagher, Chevrolet district manager; and John Houbeck and Tom Boeve of the Washington Area Athletic Association. The Quirks are winners of the 2014 Chevrolet Traverse behind them.
— Tech Center News photo

the Traverse didn't mean going without.

"The vehicle we picked has just about everything," Christine Quirk said. "We got the Chrome package, which includes an upgraded speaker system, a leather interior and heated bucket seats in the back. When you have small children, it's good to have leather seats. When they spill something on the seats, the spill can be wiped right off. The only thing the Traverse didn't come with is a DVD player, but we have one from our old car, so that's not a problem."

Acari said that the people at the dealership really enjoy participating in GM's baseball promotion program.

Robert Krapes, GM dealership zone manager — Michigan, said there are about about 1,200 GM dealerships in the Northcentral Region, and of that number, several hundred dealerships in the region participate in the baseball program.

"It's just amazing that someone in our area won," Krapes said.

"Chevrolet has been doing promotions with Major League Baseball for the past several years. Every time we do something with the Major Leagues, we like to also do something on the local level, which is how we came up with this program."

He said it's just humbling to be a part of a program that promotes youth baseball on a local

level that reaches down to where their customers live.

"The parents who take their kids to youth sports and youth baseball every week are our heroes," Krapes said. "They're also our customers, so being able to do something for them is nice."

Right now, Krapes said, Chevrolet is in the midst of evaluating the program.

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