

## 100 Chrysler Employee Volunteers Dig In To Help Reduce Thanksgiving Day Hunger

by Jim Stickford

While the state of the auto industry has improved over the past couple of years, times are still tough for a lot of people in southeastern Michigan.

That's why Chrysler employees have volunteered to get involved in collecting food for those in need.

Daphne Harris, Civic Relations and Community Engagement manager at Chrysler, said the company collected about 12,000 pounds of food from its employees over the first couple of weeks in November.

The food was then delivered by Chrysler volunteers to the Gleaners Food Bank in Detroit, Lighthouse in Oakland County and the Hope Center in Macomb County.

"We had about 60 volunteers from the company help us deliver the food," Harris said.

"And to get it ready for delivery, about 40 volunteers helped me package the donated food so that it could be delivered. A total of about 100 people volunteered their time."

Also on hand to observe the unloading of the food donated by Chrysler employees was Walt

Young, board chairman of the Gleaners Food Bank.

"We service five counties – Wayne, Oakland, Macomb, Monroe and Livingston – from our facility in Detroit," Young said.

"We provide about 100,000 meals a day through 563 partner agencies such as the Salvation Army.

"At this time of year, the efforts of the people from companies

like Chrysler really go a long way toward making Thanksgiving a 'hunger-free' zone.

"There have been a lot of cut-backs in government programs so community organizations like us (Gleaners) are trying to fill the gap.

"Chrysler helping the community really helps everybody. It's a true win-win for these volunteer employees and our clients."



Chrysler employees and Gleaners volunteers unload donated food.



2014 Cadillac ELR

## ELR App Offers Buyers Ways To Save Energy and Money

by Jim Stickford

In order for a car's smart technology to work most efficiently, the people who use it need information they can use to make decisions that can save them money and time.

That's why the Cadillac ELR will be "smart-grid" ready as soon as it comes off the production line, said OnStar spokesman Stefan Cross.

Using the ELR's extended-range electric vehicle technology combined with OnStar's cloud-based connection, the car will be able to communicate with the electric grid and provide ELR users with the information they

need to save energy and money.

ELR owners will have access to the OnStar RemoteLink Mobile App, which, in addition to allowing drivers to check their vehicle's operating systems and send remote commands, gives them access to electric vehicle specific functions, Cross said. The EV-tailored app shows owners their vehicle's current state of charge, electric range, electric miles driven and eMPG, or equivalency of electric miles per gallon.

The RemoteLink Mobile App also will allow ELR owners to control and schedule vehicle charging, including an option to

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## GM Foundation's Thanksgiving Parade Float Backs STEM

The General Motors Foundation has unveiled the new float it sponsors for America's Thanksgiving Parade on Nov. 28.

With a theme of "Education Fuels Tomorrow's Innovators," the float showcases the Foundation's commitment to investing in America's youth – the next generation of innovators, said GM Foundation spokesperson Maria Mainville.

"Our new float is a celebration of the GM Foundation's many educational partnerships and our commitment to encourage more students to pursue studies of science, technology, engineering and math (STEM) – areas critical to the future success of our nation," said Selim Bingol, GM vice president, Global Communications and Public Policy and the new chairman of the GM Foundation.

The float, designed and built by The Parade Company, is also a celebration of education in Detroit, specifically the United Way "Network of Excellence," created by the GM Foundation's \$27.1 million commitment to seven Detroit-area high schools and administered in conjunction with United Way for Southeastern Michigan, Mainville said.

The goal of the effort is to raise graduation rates by 30 percent over five years while supporting the leaders and innovators of tomorrow.

Representatives from the "Network of Excellence" high schools participated in the float unveiling, and members of the East Detroit Marching Band accompanied the float on its maiden journey along Atwater Street.

"This float is GM Foundation demonstrating its commitment

to the youth and families of our community," said Michael J. Brennan, United Way for Southeastern Michigan president and CEO.

"We are delighted by the forward-looking view of the work we are doing now to transform high schools throughout the tri-county region."

Karen Nicklin, manager of Educational Initiatives for the GM Foundation, said that the people at the foundation are always excited about participating in the parade.

"It's really the doorway to De-

troit," Nicklin said. "We're proud of the development that's taking place downtown and we want to help show it off."

Nicklin said that the foundation is also proud of the work done by The Parade Company, which builds the floats.

"We had an idea of what we wanted our float to look like and what it stands for," Nicklin said. "The Parade Company made that a reality."

And, Nicklin said, the foundation float's theme of education is important.

In 2011, the foundation gave

\$27.1 million to the United Way to fund a special five-year-long program to help students in seven "dropout factory" high schools in metro Detroit.

The special program is designed to help students learn life skills, improve ACT scores and complete their high school educations.

And, so far, it looks like it's a success, Nicklin said. Attendance at the schools is now in the 90 percent range, up from between 40 and 50 percent.

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The GM Foundation's entry into the 2013 Detroit Thanksgiving Day parade

## Holiday Travel Expected to Hit 1.3M in Michigan

About 1.3 million Michigan residents will travel 50 miles or more from home during the 2013 Thanksgiving holiday period.

The figure, announced by AAA Michigan, is on par with last year, said AAA Michigan spokesperson Nancy Cain.

Those travelers will join 43.4 million Americans who will travel nationally – a dip of 1.5 percent – according to AAA's survey, said Cain. The holiday period is defined as Wednesday, Nov. 27, to Sunday, Dec. 1.

Vehicle travel remains the most popular form of Thanksgiving transportation, Cain said. Ninety percent of Michigan travelers will go by vehicle, up 1 percent from last year. Nationally, 90 percent of holiday travelers will also go by vehicle.

Michigan travelers can expect to pay \$3.23 per gallon for gas (as of Nov. 20), 23 cents less than last year and the cheapest gas price for the Thanksgiving holiday since 2010.

In Michigan, seven percent of travelers will go by air, slightly less than last year, while the remaining three percent will go by train or bus, Cain said.

The Thanksgiving holiday, Cain said, is unique, falling on a Thursday every year – with many off from work the Friday after – giving travelers more time to spend with family and friends.

The majority of travelers (37 percent) surveyed plan to leave that Wednesday, with 33 percent planning to return the following Sunday.

Another 24 percent expect to

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