



MICHIGAN AUTOMOBILE DEALERS ASSOCIATION

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New-vehicle dealer association will match members' donations to emergency relief fund, up to a total of \$25,000

East Lansing, Mich. – In an effort to help those that have been devastated by Hurricane Katrina, the Michigan Automobile Dealers Association (MADA) and the National Automobile Dealers Association (NADA) are offering new-vehicle dealers the opportunity to join us in making a financial contribution to the National Automobile Dealers Charitable Foundation – Emergency Relief Fund (NADCF).

The money raised by NADCF's emergency fund will provide assistance to dealership employees in Louisiana, Alabama and Mississippi who have suffered loss or damage of personal property by Hurricane Katrina. MADA organizations will match donations to the NADCF emergency fund made by Michigan's new-vehicle dealers, up to a total of \$25,000.

MADA knows that our members are supportive of and involved in our local communities. The NADCF emergency fund gives them the opportunity to extend their support to other dealership employees affected by disaster.

"I don't know that anyone can read the newspaper headlines or watch the television coverage of the aftermath of Hurricane Katrina and not want to help out in some way," said Dave Kring, Michigan Automobile Dealers Association president. "MADA knows that many of our members will want to offer their financial support and by matching dealers' contributions, our association will also be doing our part to help in the relief effort."

Dealership owners apply to the NADCF Emergency Relief Fund for aid on behalf of their employees. Every penny raised by the fund goes directly to dealership employees in need.

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