

FOR IMMEDIATE RELEASE

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RAISE AS MUCH AS \$6,000 FOR POINT PLEASANT BOROUGH HIGH SCHOOL – BE ON POINT CHARACTER EDUCATION PROGRAM WITH ALL-AMERICAN FORD AND LOCAL COMMUNITY BY TAKING THE WHEEL WITH FORD

Exciting test-drive fundraising event will generate much-needed money for Point Pleasant Borough High School Be On Point Character Education Program, helping students in the local community.

Point Pleasant, NJ – All-American Ford of Point Pleasant wants to help create opportunities for students of Point Pleasant Borough Schools. All-American Ford is bringing Ford Motor Company’s **Drive 4 UR School** program to Point Pleasant Borough in an effort to raise up to a maximum donation of \$6,000 for Point Pleasant Borough Schools. For every person who test-drives a new Ford vehicle at Point Pleasant Borough High school on Saturday April 21, 2018 from 10:00 am – 2:00 pm, Ford Motor Company will donate \$20 to Point Pleasant Borough Schools Character Education Program which funds various programs throughout the school year through the Be On Point and PBSIS programs at the high school and middle school respectively.

“We know funding for school programs is hard to come by, and we want to do our part to help make sure these programs remain available,” said Joe Pedi, Promotions Manager at All-American Ford. “We’re excited to raise money for Point Pleasant Schools.”

The event, which will be held from 10:00am to 2:00 pm, will feature many vehicles from Ford’s impressive lineup. “Whether you are looking to test out our vehicles, like the Focus, or want to try out technology features, like active park assist in the Escape, we will be able to put you behind the wheel of your favorite Ford vehicle,” said Pedi. Dealership staff on-site will be able to assist and provide additional information regarding any of the Ford vehicles available for a test-drive.

“In order to create a high quality character education program in our schools, we need to raise funds.” According to Dave Johnson, Team Leader of the high school Be On Point character education program. “We are excited to partner with All-American Ford for this event. We will have students wash your car while you test-drive one of the Ford models, we will also have snacks and beverages on hand.”

To date, Ford Dealerships across the United States have helped raise more than \$35 million for local schools and nonprofits, thanks to their hard work and working with the Drive 4 UR School and Drive 4 UR Community programs. To participate in this exciting event and test-drive your favorite Ford vehicle, please visit the Point Pleasant Borough High School rear parking lot between 10:00 am and 2:00 pm on Saturday April 21st.

***NO PURCHASE NECESSARY. MUST BE 18 YEARS OF AGE OR OLDER WITH A VALID DRIVER’S LICENSE AND VALID AUTOMOBILE INSURANCE.** Donation of \$20 per valid test-drive, up to 300 total test-drives, for a maximum total donation of \$6,000 per event. **Limit one (1) donation per person and one (1) donation per household.**

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and delivers leadership in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.