

## **Chrysler Canada Employees and Retirees Exceed \$1 million Contribution to United Way/Centraide Windsor-Essex County for 26th Consecutive Year**

- Chrysler Canada employee and retiree contribution to United Way/Centraide Windsor-Essex County 2014 campaign totals \$1,150,376.14
- Largest United Way donation in Windsor-Essex community
- Chrysler Canada average employee donation is \$348
- Donation of \$1 million plus for 26 straight years

December 12, 2013, Windsor, Ontario - Chrysler Canada proudly announced today at its Canadian Headquarters, that company employees and retirees in Windsor-Essex County have donated \$1,150,376.14 to the local 2014 United Way campaign. This marks the largest United Way donation in the region.

The event also highlighted the 30th anniversary milestone for both the Windsor Assembly Plant-built Dodge Grand Caravan and Chrysler Town & Country minivans. As part of the pledge announcement, this year's campaign total was presented on a custom minivan-shaped cheque, with the 2014 Dodge Grand Caravan 30th anniversary edition serving as the backdrop.

"Chrysler and Unifor Locals 444, 195 and ONA Local 8 have once again shown their commitment to a stronger community," said Lorraine Goddard, Co-CEO (Interim) and Director, Community Impact and Development at United Way. "Today we are celebrating their outstanding financial contribution to the United Way campaign. We also appreciate their donations of time, in-kind services and volunteer support throughout the year."

"The employees and retirees in our Chrysler Canada plants and offices are extremely proud to be part of another million dollar campaign for the United Way of Windsor and Essex County," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "These funds will go a long way in providing critical services and assistance to those most in need within the community."

"In a collective effort with the Unifor members from Locals 444, 1498, 195, ONA Local 8 and the Chrysler management team, we were able to obtain our goal of a million dollars plus," said Dino Chiodo, President, Unifor Local 444. "Today we are finding more and more people in difficult times through no fault of their own, but thank goodness for the many who have donated toward the 2014 United Way campaign. These funds will most definitely be far reaching in our community to help those in need. You are all, 'Community Partners' making a 'Community Difference.'"

Chrysler Canada employees have a proud history of giving back to their community. Local employees and retirees have donated over \$1 million towards the United Way campaign for over a quarter of a century. The participation rate for the 2014 campaign was 51 per cent, with an average employee pledge of \$348. There were 793 employees this year that gave at the "Friends Level," which means employees contributed \$500 or more. There were 189 donations at the "Leadership Level," for those individuals who contributed \$1,000 or more.

As of Dec. 13, the United Way/Centraide Windsor-Essex County campaign overall total now stands at \$3,870,746.14. Local residents can also help join the cause and help give back to assist those most vulnerable in our community.

Time remains for individuals to take part and donate generously for this year's United Way/Centraide Windsor-Essex County 2014 campaign. Residents can call 519-258-0000 (ext.1145) or pledge on-line at [www.weareunited.com/donate](http://www.weareunited.com/donate).

### **About United Way:**

United Way/Centraide Windsor-Essex County mobilizes the caring power of the local community to improve lives in

measurable and lasting ways. The United Way focuses on three priority areas: supporting basic needs and independence; positioning kids and families for success and creating thriving neighbourhoods. Additional information is available at [www.weareunited.com](http://www.weareunited.com).

**About Chrysler Canada:**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, SRT, FIAT and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee SRT and Fiat 500.

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