

Buick Employees Wash Kids' Feet for Charity

by Gerald Scott
News Dept.

It was quite a scene in the Wintergarden of the GM RenCen last week as hundreds of Detroit schoolkids gathered for a Buick-sponsored promotional activity.

Buick hosted the youngsters not only for lunch, but a bonus - Buick donated more than 300 pairs of athletic shoes to all of these visiting needy schoolchildren.

What's more, the entire Buick staff at the RenCen, working with global charity Samaritan's Feet, hosted a footbathing session, one in which Buick employees washed the feet of each of these schoolchildren ahead of clothing them with new socks and shoes.

It's all being done in part, and partnership, with the ongoing NCAA Men's basketball tournament.

"The NCAA Final Four showcases incredible human achievement on the basket-

ball court," said Tony DiSalle, U.S. vice president of Buick Marketing.

"With the Human Highlight Reel and our involvement with Samaritan's Feet, Buick hopes to demonstrate the difference men and women can make away from the court, all around the world."

DiSalle himself led the Buick team in washing the feet of the Detroit youngsters, all as part of the Samaritan's Feet connection.

In fact, it is Buick's second year of working with Samaritan's Feet, an organization dedicated to helping cover the feet of 300 million shoeless children around the world.

Nearly 1 million of these children die each year from soil-transmitted illnesses and foot-borne diseases. The organization's founder, Emmanuel "Manny" Ohonme, was featured on the Buick Human Highlight Reel during last year's NCAA basketball tournament.

The Buick Human Highlight Reel is an online collection and archive of short videos featuring former NCAA student-athletes whose greatest victories occur away from the game, where they apply their passion to serving those in need.

New stories in this year's Human Highlight Reel will be introduced on Buick's public Web site and many will air throughout coverage of this year's tournament.

Buick's NCAA Final Four involvement extends to New Orleans, as well.

Bracket Town, an NCAA fan experience, which is located in the Ernest N. Morial Convention Center, is expected to attract more than 50,000 people and will feature two Buick displays in April.

And Samaritan's Feet activities will continue in New Orleans, with Buick donating 2,012 pairs of shoes to impoverished children in the region.

The handouts will be split across four different events at local New Orleans schools



Buick Marketing Vice President Tony DiSalle announces Buick's continued partnership with the NCAA and the Samaritan's Feet organization to help cover the feet of 300 million shoeless children around the world, at the RenCen in Detroit. Samaritan's Feet founder Emmanuel "Manny" Ohonme attended the announcement event.



General Motors communications director Pat Morrissey, center, participated in Buick's first event with Samaritan's Feet in 2011 to give away shoes to needy Detroit children. Buick donated 300 pairs of shoes on March 12 at the RenCen in Detroit in the second annual giveaway, to be followed by the donation of 2,012 pairs of shoes to the organization in conjunction with the NCAA Final Four Men's Basketball Tournament in New Orleans.

models, as well as the upcoming 2013 Encore crossover. They'll also be able to compete in what is expected to be the world's largest game of

"knockout," to win game tickets or other prizes. Buick will also be donating shoes to Samaritan's Feet for every participant.

MDOT Delivers Its 400th Vanpool Vehicle for Use

LANSING - The MichiVan Commuter Vanpool Program delivered its 400th commuter van in Michigan on March 12.

The vanpool program has increased steadily in Michigan but enjoyed growth spurts recently, likely due to the increasing and unpredictable gasoline prices at the pump.

The Michigan Department of Transportation (MDOT) has contracted with VPSI, Inc. to offer MichiVan commuter vanpools throughout most of the state since 1980.

Vanpooling with MichiVan is a cost-effective alternative for commuters who enjoy the convenience of sharing a ride to work together in a friendly environment.

Vanpoolers arrive at work safe, on time and relaxed. There are currently about 3,000 riders statewide.

Approximately 131,000 commuter trips are taken

each month, and it is estimated that about 216,000 gallons of fuel are saved each month under the program.

For the record, the 400th van is a 2012 Ford E-350, 10-passenger utility van.

The vehicle was delivered to the U.S. Army's Detroit Arsenal in Warren, where vanpooling is a way of life for many of the Army employees serving at the base.

MDOT says that the Detroit Arsenal already has 133 vanpools serving the base population. Parking is at a premium at the Arsenal, so vanpooling is strongly encouraged there.

MichiVan offers several styles of fully insured vans, accommodating groups of 5 to 15 passengers. Riders pay a monthly fee plus the cost of fuel, with one person volunteering to be the primary driver of the van. The driver rides for free.



The MichiVan Commuter Vanpool Program's 400th vanpool was delivered March 12 to the U.S. Army's Detroit Arsenal in Warren. Employees there already enjoy hassle-free vanpooling, with 133 vanpools already in service at the base. Note the celebratory cake being held by the passenger seat rider. The 400th van, coincidentally, is a 2012 Ford E-350, 10-passenger, utility van.

For more details about vanpooling and a video about

State Lauds Tech Center For Environmental Stand

WARREN - The General Motors Technical Center has recently earned the state's Clean Corporate Citizen award for maintaining and enhancing Michigan's environmental resources.

The Michigan Dept. of Environmental Quality recognized the engineering campus in Warren for results like reducing natural gas 5.56 percent and water consumption by 9.55 percent within a year.

The Clean Corporate Citizen is a voluntary environmental program indentifying environmental stewardship at various Michigan facilities.

Additional GM Tech Center achievements include:

- Reduced total waste by 29 percent since 2005;
- Increased recycling rate by 85 percent since 2005.

"We are very pleased to welcome the General Motors Tech Center as the eighth GM facility in the Clean Corporate

Citizen program," said state DEQ Director Dan Wyant.

"This program recognizes companies that voluntarily go above and beyond the state's environmental standards in their operations.

"We applaud GM's consistent commitment to environmental excellence at these eight facilities and look forward to a strong partnership in the future."

The GM Tech Center, which opened in 1956, employs more than 16,000 engineers, designers, and technicians. It is a Michigan Business Pollution Prevention Partnership member for nine years now.

"The Tech Center sits at the cusp of GM innovation," said GM TC's Craig Duprey, "Whether it's our wildlife habitat or pilot programs that focus on energy efficiency within our walls, we ensure innovation works in concert with the environment."

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