

MAZDA DONATES MX-5 LAUNCH EDITION TO ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

IRVINE, Calif., July 24, 2015 /[PRNewswire](#)/ — Mazda North American Operations (MNAO) today announced that the exclusive 2016 MX-5 Launch Edition donated by Mazda Drive for Good® to St. Jude Children's Research Hospital® raised \$50,000 for the children's charity during its inaugural St. Jude Hope in the Hamptons event on July 11.

"We set aside one of the MX-5 Launch Editions for a special occasion such as this and when the opportunity arose to be part of the St. Jude Hope in the Hamptons event, we felt this was the perfect way to support a great charity partner," said Russell Wager, vice president of marketing, MNAO. "St. Jude Children's Research Hospital does amazing things to help kids who are faced with horrible illness and we are honored to help raise money for their cause any chance we get."

The 2016 MX-5 Launch Edition comes in Soul Red with a Sport Tan leather interior – an exclusive color combination for the 2016 model year in the U.S. Bedecked with features found in the MX-5 Grand Touring and available with either a SKYACTIV-MT six-speed manual or six-speed automatic transmission, the Launch Edition provides drivers and passengers with all of the thrills associated with MX-5 in a package that is sure to delight with its luxury and exclusivity as well. Along with the treat of owning one of the world's most beloved sports cars, Launch Edition customers also receive a special plaque in their car's driver-side doorjamb with Launch Edition badging, a Mazda-badged Bose® Mini SoundLink® portable stereo system and a box of gifts from Mazda's Heritage Collection apparel line.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. St. Jude is where doctors often send their toughest cases because St. Jude has the world's best survival rates for some of the most aggressive childhood cancers. No family ever receives a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

The Mazda Drive for Good® charitable program launched in 2013 and further established Mazda's commitment to charitable service with a pledge to its customers and the communities in which it does business. Responsible for donating more than \$7.6 million and pledging more than 120,000 charitable service hours over the past two years, Mazda Drive for Good continues to provide monetary donations and community service throughout the year.

Mazda North American Operations is headquartered in Irvine, Calif., and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States and Mexico through nearly 700 dealers. Operations in Mexico are managed by Mazda Motor de Mexico in Mexico City. For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at www.mazdausamedia.com.

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