# MAZDA ANNOUNCES NBCUNIVERSAL PARTNERSHIP FOR 2015 NONPROFIT CONTEST

## ONE CHARITY WILL WIN $30,000 IN-KIND CONTRIBUTION TO SUPPORT THEIR SPECIAL CAUSE

IRVINE, Calif. (October 14, 2015) – Do you know of an organization or individual that is helping their community and could benefit from increased awareness and a donation to help boost their efforts? Mazda North American Operations (MNAO) and NBCUniversal have again partnered for the 2015 Mazda Drive for Good® program to help one lucky nonprofit with an in-kind contribution in the form of goods and services valued at $30,000 in other marketing materials. All Viewers can nominate others involved in nonprofits[1] for this year's Mazda Drive for Good community charity contest beginning October 14 and ending October 28, 2015, and submit their story via http://www.nbc.com/christmas-in-rockefeller-center/mazda-drive-4-good.

"We build cars the way we do because we believe driving matters. We developed Mazda Drive for Good because we believe giving back to our local communities matters," said Jim O'Sullivan, president and CEO, MNAO. "The continued partnership with NBCUniversal gives Mazda Drive for Good a louder voice. Together, we hope to make a positive impact on more people."

"Our longstanding partnership with Mazda around their Drive for Good initiative shines a light on important local philanthropic initiatives nationwide, and we're excited to empower communities to tell their stories just like we do every day," said Alison Tarrant, Executive Vice President, Client Solutions Group, NBCUniversal. "Together with Mazda, we are harnessing the power of branded content to reach our viewers throughout the holiday season to highlight this important cause."

The partnership will span across NBCUniversal's broadcast, cable and digital networks with calls for nominations featuring actress, Academy Award® nominee and philanthropist, Minnie Driver. Viewers will be encouraged to nominate themselves through an online contest where they can tell their story and why their community needs assistance. Click here to learn about last year's recipient 3B Braeden's Brown Bags.

The selected organization representative will be notified of the award by Driver through a surprise in-person appearance. The organization representatives will attend NBC's annual Rockefeller Tree Lighting at Rockefeller Center on December 2 to be recognized for their award and good deeds.

"Mazda Drive for Good isn't just about giving monetarily or volunteering," added O'Sullivan. "One of the most impactful ways we contribute to our charity partners is growing awareness through great partnerships like the one we have with NBCUniversal."

The Mazda Drive for Good winter event is in its third year of fundraising and in 2015 Mazda will continue its donation of $150 per new Mazda sold or leased between November 23, 2015 and January 4, 2016. Over the last two years, Mazda has donated more than $7.9M to charity. While monetary giving is always important, Mazda believes its biggest contribution is its volunteering. Every test drive of a new Mazda taken throughout the same time period triggers a pledge by Mazda of one hour of charitable service to be paid back in 2016. Over the last two years, Mazda has helped local charities by donating over 120,000 volunteer hours through its corporate, dealer and partner employees.

Mazda is committed to helping this community through monetary donation and volunteer service, and again will work with four national charities and more than 40 local charities, all of which will be announced at a later date. Follow the conversation at #MazdaDrive4Good or InsideMazda.MazdaUSA.com/Drive4Good.

**About Mazda North American Operations**

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.

**About NBCUniversal**

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news

and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation. To learn more visit: www.nbcuniversal.com

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[1] All entries must include a tax-exempt 501(c)(3) non-profit organization (“Charity”). Employees of a Charity are eligible to be nominated.

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