

MAZDA ANNOUNCES 2015 'MAZDA DRIVE FOR GOOD' NONPROFIT RECIPIENTS

IRVINE, Calif., Nov. 19, 2015 /PRNewswire/ — [Mazda North American Operations](#) (MNAO) is again collaborating with St. Jude Children's Research Hospital®, American Red Cross, American Heart Association, and Mazda Foundation (USA), Inc. for its 2015 charitable giving event set to run throughout the 2015 holiday season.

Customers who purchase or lease a new Mazda during the [Mazda Drive for Good®](#) event running from November 23 through January 4 will be able to designate \$150 to one of these four national nonprofits or 46 local organizations. In true Mazda 'defy convention' style, for every vehicle test-drive during the Mazda Drive for Good event, Mazda will donate one hour of charitable service from its employees, dealers, and business partners across the nation, to begin in the 2016 calendar year.

The Mazda Drive for Good event will run from November 23, 2015 through January 4, 2016. In addition to the four national nonprofit organizations, Mazda Dealer Marketing Groups around the nation also have the opportunity to partner with local nonprofit organizations which enables new Mazda owners to select an organization closer to home. The complete list of local nonprofits can be found below.

Supporting the Mazda Drive for Good event is a multi-faceted campaign across all media channels. Mazda's national media buy features a :30 television spot featuring some of Mazda's own, representing all employees that give back year-round. Additionally, there is a :90 cinema piece highlighting the overall charitable efforts of Mazda over the past few years. Both creative pieces will run from November 20, 2015 through January 4, 2016. Consumers will also have access to a dedicated Mazda Drive for Good webpage (<https://insidemazda.mazdausa.com/drive4good>) where they can track Mazda's progress as well and find Mazda Drive for Good online content. New owners that purchase during the event period can direct their donations through this page or go straight to MazdaUSA.com/Drive4Good.

St. Jude Children's Research Hospital®:

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting stjude.org, liking St. Jude on Facebook (facebook.com/stjude) and following us on Twitter ([@stjude](https://twitter.com/stjude)).

American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at @RedCross.

American Heart Association:

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

Mazda Foundation (USA), Inc.:

Acting on a strong sense of responsibility to give something back to the communities in which it operates, Mazda established a philanthropic foundation. As the corporate foundation of Mazda North American Operations, it has awarded over \$8 million to worthwhile causes across the United States since its initial grants in 1992.

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.

2015 Nonprofit List		
Region	Market	Charity Name
Gulf	Albuquerque	Ronald McDonald House
	Dallas & Fort Worth	Make-A-Wish Foundation of North Texas
	Denver	JDRF
	Harlingen	Boys and Girls Club of Edinburg RGV
	Houston	JDRF (New)
	Kansas City	KU Medical Center
	New Orleans	Make-A-Wish Foundation New Orleans (New)
	Omaha	Children's Hospital & Medical Center Foundation (New)
Midwest	Chicago	Northern Illinois Food Bank
		Greater Chicago Food Depository
	Cincinnati	Cincinnati Children's Hospital
	Cleveland	Ronald McDonald House of Cleveland
		Ronald McDonald House of Akron (New)
	Columbus	Nationwide Children's Hospital
	Detroit	Children's Hospital of Michigan (New)
	Lexington	Kentucky Children's Hospital
	Louisville	Kosair Children's Hospital

	Milwaukee	Midwest Athletes Against Childhood Cancer (MACC) Fund
	Minneapolis	United Healthcare Children's Foundation
Northeast	Baltimore	American Cancer Society
	Boston	Doug Flutie Jr. Foundation for Autism
	Hartford & New Haven	Austim Speaks (New)
	New York	Autism Speaks
	Philadelphia	The Children's Hospital of Philadelphia
	Pittsburgh	Autism Society of Pittsburgh
	Washington	Leukemia and Lymphoma Society of Washington DC (National Capital Area) (New)
Southeast	Atlanta	Boys & Girls Club of Metro Atlanta, Inc.
	Ft. Myers & Naples	Golisano Children's Hospital (Lee Memorial Health System Foundation)
	Orlando & Daytona	Pet Rescue by Judy, Inc.
	Central Carolina (Raleigh)	UNC Children's Hospital (The Medical Foundation of NC, Inc)
	Richmond & Petersburg	Ronald McDonald House Charities of Richmond
	Tampa & St. Pete & Sarasota	St. Joseph's Hospital Foundation
	Charlotte	Charlotte Family Housing
Western	Los Angeles	Make-A-Wish Foundation of Greater Los Angeles
		Make-A-Wish Foundation Tri-Counties
		Make-A-Wish Foundation of Orange County and the Inland Empire, Inc.
	Phoenix	Make-A-Wish® Arizona (New)
	Portland	Randall Children's Hospital Foundation
	Sacramento & Stockton & Modesto	Make-A-Wish® Northeastern California and Northern Nevada (New)

	San Diego	Make-A-Wish Foundation of San Diego
	San Francisco & Oak & SJ	Lucile Packard Children's Hospital Stanford (New)
	Seattle & Tacoma	Seattle Children's Hospital
National		ST. JUDE CHILDREN'S RESEARCH HOSPITAL
		AMERICAN RED CROSS
		AMERICAN HEART ASSOCIATION
		MAZDA FOUNDATION

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SOURCE Mazda North American Operations

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Additional assets available online:

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