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HOPE FOR HAITI RECIPIENT OF CADILLAC'S TEST DRIVE CONTEST



L-R= Contest winner Peggy Farren, Hope for Haiti Executive Director Elizabeth Davison, DeVoe Cadillac's Mark Klahm and Emily Lopez

Naples, Florida- The Cadillac of Test Drives promotion ended May 10th and winner Peggy Farren (local photographer and owner of Avant-Garde Images) won with an amazing 1,489 votes on her blog. Her charity of choice is Naples based *Hope for Haiti*. On Thursday, May 20, 2010 DeVoe Cadillac and Peggy Farren presented the \$500 check to Elizabeth Davison, Executive Director of *Hope for Haiti*. According to Davison, "this money will help send \$25,000 in donated medical supplies to Haiti. Shipping is one of our biggest expenses."

The Cadillac of Test Drives was an eight week social media marketing program designed to engage a female audience with the redesigned 2010 Cadillac SRX Crossover. During the months of March and April local women participated in a 48-hour VIP Cadillac test drive experience using the vehicle as their own, driving it to work, school drive-thru lanes and social events.

Participants had a personal profile on the site where they record their experience with the vehicle by uploading photos and posting a blog. These key community influencers had 14 days to encourage friends and colleagues to visit the website and vote on their blog. The driver who drew the most hits to her blog during that timeframe received a \$500 donation to the charity of her choice.

Hope for Haiti is a non-profit organization whose mission, for the past 20 years, is to improve the quality of life for the Haitian people, particularly children, through education, nutrition, and healthcare. Through generous donations and the helping hand of their family of volunteers and dedicated staff, *Hope for Haiti* is helping to improve the lives of hundreds of thousands of Haitian children and their families as well as provide a tremendous amount of disaster relief. Their unique approach of helping the poorest of the poor in Haiti is both efficient and effective. 97% of all donations raised go directly to those that need it the most. For more information about *Hope for Haiti* please visit their website at www.hopeforhaiti.com.

Congratulations Peggy for being Cadillac's winner and helping *Hope for Haiti* carry out its mission.