Chevrolet Partners with American Cancer Society for Sixth Year on Making Strides Against Breast Cancer

Brand has raised nearly $6 million since 2011, after record support in 2015

ATLANTA, Oct. 22, 2016 /PRNewswire-USNewswire/ -- For the sixth consecutive year Chevrolet and General Motors employees, dealers and customers are banding together to fight breast cancer this October by supporting the American Cancer Society's Making Strides Against Breast Cancer® walks.

Additionally, Chevrolet and participating dealers across the country are supporting the Making Strides Against Breast Cancer program through event sponsorships, team participation, customer engagement and other activities.

"All across Chevrolet, we are proud to be part of the fight against breast cancer," said Paul Edwards, U.S. vice president, Chevrolet Marketing. "Last year was a record year in Chevrolet helping the American Cancer Society sponsor 84 walks and raising nearly $1.6 million for its programs. We fully expect to exceed last year's contributions."

Chevrolet is participating in several events and activities throughout October.

Social Media Campaign
Chevrolet is supporting the partnership through a social media engagement program in October that encourages people to share whom they drive in support of using the hashtag #IDriveFor. Chevrolet will contribute $5 for every social post (up to $500,000) on Twitter or Instagram using #IDriveFor.

Team Chevrolet Motorsports
Team Chevy will commission a pink Chevrolet SS Pace Car and caution lap donations at two NASCAR Sprint Cup Races at Talladega Superspeedway on Oct. 23 and Martinsville Speedway on Oct. 30. The donations will consist of $350 (up to $50,000) for each caution lap taken in the pink Chevy SS pace car at the two events. Furthermore, the American Cancer Society and Chevrolet will host breast cancer survivor events where survivors and caregivers will be treated to once-in-a-lifetime experiences on the tracks.

Chevrolet dealership walks
Across the country hundreds of employees and dealerships are participating in local Making Strides Against Breast Cancer walks by gathering coworkers, family and friends to show their support throughout October. Those interested in participating in a Making Strides for Breast Cancer walk in their community can visit www.makingstrideswalk.org.

"The American Cancer Society is grateful for the support of corporate partners such as Chevrolet, who have encouraged their customers and communities to become involved in raising awareness and funds to end breast cancer through our Making Strides Against Breast Cancer walks and social media," said Sharon Byers, chief development and marketing officer for the American Cancer Society. "We're excited to collaborate during October to increase breast cancer awareness and help end the pain and suffering caused by this disease. Thanks in part to the progress we're making together against breast cancer, death rates from the disease dropped 36 percent between 1989 and 2012, which means 249,000 fewer breast cancer deaths."

About Chevrolet
Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 115 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heart beat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at www.chevrolet.com.

About The American Cancer Society
The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 23 percent decline in

cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call anytime, day or night, at 800-227-2345 or visit cancer.org.

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SOURCE American Cancer Society