Chevrolet Stands Strong with the American Cancer Society

• Chevrolet's Purple Roads initiative helps patients get to treatment • Social media users asked to purple their profiles to support Road to Recovery

DETROIT – Today Chevrolet announced it will donate $1 – up to a total of $1 million – for each Facebook and Twitter user who changes his or her profile to purple, the color of cancer survival, in time for World Cancer Day on Feb. 4.

The Purple Roads initiative will help the American Cancer Society raise money and awareness for its Road to Recovery program, which provides transportation to and from treatment for people who have cancer and do not have a ride. Volunteer drivers donate time and the use of their cars so that patients can receive the life-saving treatments they need. Road to Recovery offered nearly 1 million rides last year alone.

"The Purple Roads initiative will drive awareness and support for the Road to Recovery program, which helps patients get the treatment they need, and getting treatment means more survivors," said Paul Edwards, U.S. vice president, Chevrolet Marketing. "We hope at least one million people will help celebrate survivors and the people who support them by joining Chevrolet in the Purple Your Profile movement for World Cancer Day."

"Lack of transportation can be a significant barrier to staying on track with cancer treatment," said Lin Mac Master, chief revenue marketing and communications officer for the American Cancer Society. "Patients are often too sick to drive themselves, and the demands of work and family life make it difficult for caregivers to drive patients to all treatments. The need is even more acute in areas lacking reliable public transportation.

"Chevy's generous contribution will help the American Cancer Society put cancer patients back on the road to recovery, helping us ensure those in need of a ride to potentially lifesaving treatment get one."

According to Transportation and Cancer Care, an estimated 3.6 million Americans each year delay or have difficulty obtaining needed medical care because they lack affordable transportation.

The Purple Roads program joins Chevrolet's ongoing support of the American Cancer Society, which includes the recent $1.1-million donation on behalf of partnering Chevrolet dealers to Making Strides Against Breast Cancer and 11 years of in-kind and monetary support for the Detroit Cattle Barons Ball.

For more information on the Purple Roads initiative and instructions on how to Purple Your Profile, visit chevy.com/purpleroads.

About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature spirited performance, expressive design, and high quality. More information on Chevrolet models can be found at www.chevrolet.com.

About the American Cancer Society

About the American Cancer Society: The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. 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, clean air, and more. For more information, to get help, or to join the

fight, call us anytime, day or night, at 1-800-227-2345 or visit www.cancer.org/fight

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