

Ford Canada CEO Visit to Maitland Lewis Ford

Friday February 26, 12:00 P.M.

[AS PREPARED FOR DELIVERY]

Good afternoon everyone, I'm very glad to have the chance to join you. On behalf of the Office of Mayor and Sault Ste. Marie City Council, it's my great pleasure to help welcome our special guests to our community: Ford Canada President and CEO, Diane Craig, Mike Herniak, General Manager, Ford Canada.

I'd also like to welcome Spencer West of Free the Children **back** to Sault Ste. Marie. We were fortunate enough to have Spencer here last May for the "You the Soo" event, and then as now, he was amazingly inspiring.

So whether you have been here many times or are here for the first of many times, welcome to Sault Ste. Marie. I hope you enjoy your stay in our Naturally Gifted city. I'd also like to thank Maitland Lewis, Dealer Principal with Maitland Ford Lincoln for joining us here today.

While we have our special guests from Ford here, I would like to offer some thanks to Ford Canada on behalf of the community. Sault Ste. Marie has a number of ties to the company, most obviously through our dealerships such as here at Maitland Ford, which has been part of our community for over fifty-seven years. We're grateful for the community-mindedness of our local Ford dealers and employees and Ford Canada's support of them in turn.

So, today is a day for celebrating the importance of partnerships and what they can accomplish. It's firstly a celebration of a partnership between Ford and Free the Children, but it's also in recognition of a tremendous local partnership and the extraordinary results that it achieved.

The backstory is that in 2015, Ford Canada partnered with Free the Children to launch We Scare Hunger campaigns at Ford Dealerships across the country. Last fall, the 2015 We Scare Hunger campaign in Sault Ste. Marie scared up over 5,600 cans of food that were distributed to six local food banks.

I'd like to acknowledge Judith Kovala of Maitland Ford and Mario Rochetta of the Huron Superior District Catholic School Board and Sault College for spearheading the initiative locally.

I also want to thank the student and teacher volunteers from St. Mary's College and Sault College for their enthusiasm and support of the We Scare Hunger campaign. Students canvassed and held numerous activities to help raise donations for the food drive, in addition to helping count and transport the food.

The tremendous results show once again how great things can be born from community partnerships. And as the Mayor, it's great to see the community recognize these achievements and it's great for others outside our community to recognize them as well.

So once again, thank you to Free the Children for developing the We Scare Hunger campaign, to Ford Canada for their support of the program, to the owners and employees at Maitland Ford for embracing the cause, and to the students and volunteers from St. Mary's College and Sault College for providing the horsepower to make our local effort such a resounding success.

Thank you again for having me and please enjoy the rest of the day!