



L I N C O L N

LINCOLN MEDIA CENTER

## Lincoln Philanthropic Campaign Exceeds \$6.2 Million; Numbers Rise as Vehicle Excitement Builds

- Lincoln's philanthropic test-drive program, Driven to Give, has raised more than \$1.5 million for educational and charitable organizations in the past year alone
- Participation continues to rise as excitement builds over Lincoln vehicle lineup; the highly anticipated, all-new 2017 Lincoln Continental will be eligible for test drives during the fall session
- Driven to Give began in 2011 as a way for Lincoln dealers to work with non-profit organizations and give back to their communities

Magical Meadows is a therapeutic horse riding facility based in Warsaw, Indiana. Its therapeutic riding program allows children, youth, and adults with physical and/or developmental disabilities to improve physical health, relax tight muscles, increase balance, build muscle strength, sharpen hand/eye coordination, improve social skills, and gain a sense of control and self-confidence. The video showcases four unique stories about riders who have benefitted from the program, providing a glimpse into one of the many organizations that have benefitted from the Driven to Give program.

**DEARBORN, Mich., Aug. 23, 2016** – The highly anticipated, all-new Lincoln Continental will be part of The Lincoln Motor Company's national philanthropic campaign this fall, helping raise money for educational and charitable organizations.

Driven to Give, a philanthropic program that began in 2011 as a way for Lincoln dealers to work with non-profit organizations and give back to their communities, has raised more \$6.2 million since its inception and \$1.5 million last year alone.

The program allows Lincoln dealers across the country to give back to their communities by working with schools and charitable organizations; it continues to increase in popularity as anticipation builds around Lincoln's lineup of vehicles.

"We're proud that we're able to contribute to these causes," said John Emmert, Lincoln group marketing manager. "And we're excited that people will have the opportunity to drive our vehicles, particularly the all-new Lincoln Continental."

Here's how the campaign works: Dealerships work with local groups to host a one-day event. For each participant that test-drives an eligible Lincoln vehicle, Lincoln donates \$20 to the organization. Additional test drives in designated bonus vehicles earn a supplementary \$20 donation, meaning a single participant can raise up to \$40 for their organization.

The spring bonus vehicle was the 2016 Lincoln MKX and for the fall session, it will be the 2017 Lincoln MKZ. The all-new 2017 Lincoln Continental will be eligible for test drives during the fall session.

Driven to Give allows Lincoln dealerships nationwide to give back to the community while showcasing Lincoln vehicles and establishing personal relationships with new and potential Lincoln clients.

For more information about the program, visit [lincolndriventogive.com](http://lincolndriventogive.com).

About The Lincoln Motor Company

The Lincoln Motor Company is the luxury automotive brand of Ford Motor Company, committed to creating compelling vehicles with an exceptional ownership experience to match. For more information about The Lincoln Motor Company, please visit [media.lincoln.com](http://media.lincoln.com) or [www.lincoln.com](http://www.lincoln.com). Follow us on Facebook at [facebook.com/lincoln](https://facebook.com/lincoln).