

### **Mercedes-Benz Burlington rolls into Hamilton Health Sciences Foundation Care4 Program**

Hamilton – August 2014: Mercedes-Benz Burlington is the newest partner in Hamilton Health Sciences Foundation’s Care4 program. Effective immediately, Mercedes-Benz Burlington will be offering a variety of promotions and incentives that will see the dealership contribute \$35,000 a year to Hamilton Health Sciences Foundation for their support of McMaster Children’s Hospital, Hamilton General Hospital, Juravinski Hospital and Cancer Centre; and St. Peter’s Hospital and all associated programs.

As governments do not fund equipment in hospitals, proceeds from the Care4 program, and other Foundation initiatives, provide essential support for priority equipment needs and education. The Care4 program provides an opportunity for socially-conscious businesses to partner with Hamilton Health Sciences Foundation on an ongoing basis to provide essential financial support. Research has shown that consumers are increasingly loyal to organizations supporting a cause in a meaningful and tangible way.

“Everyone at Quantum Automotive Group is excited about this new partnership with Hamilton Health Sciences Foundation,” said Ken Szekely, President and CEO of Quantum Automotive Group; “we are driven to exceed our customers’ expectations; at the same time, we are committed to being a responsible corporate citizen within our community”

Owen Tseng, General Manager of Mercedes-Benz Burlington adds “Similar to the Mercedes-Benz motto of “The Best or Nothing”, Mercedes-Benz Burlington embraces the “*Culture of Excellence*”. Not only does this refer to *Excellence* in the customer ownership experience, it also refers to aligning with industry leaders who share the same vision and strive to deliver *Excellence* in our community. Hamilton Health Sciences Foundation touches so many lives within our community that this partnership will provide the platform for Mercedes-Benz Burlington to give back for many years to come.”

“We are grateful to Mercedes-Benz Burlington for their commitment to the Care4 program, and in turn to Hamilton Health Sciences Foundation and our goal of Health Care, Transformed,” said Pearl Veenema, President and CEO of Hamilton Health Sciences Foundation. “It is with the support of businesses, such as Mercedes-Benz Burlington, that we are able to continue to raise awareness about the role we play in supporting patient care across the region.”

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**About Care4 and Hamilton Health Sciences Foundation:**

**Hamilton Health Sciences Foundation** is a registered charitable organization which includes Hamilton General Hospital Foundation, Juravinski Hospital and Cancer Centre Foundation, McMaster Children's Hospital Foundation, St. Peter's Hospital Foundation and all of their associated programs. Through the generosity of our donors, we fund capital redevelopment projects, purchase medical equipment and technology, and invest in research and education. Our mission is to raise funds and manage donor gifts to support outstanding clinical care and research for the communities served by Hamilton Health Sciences; our goal is Health Care, Transformed.

**Care4** is an innovative fundraising partnership that empowers businesses to demonstrate social responsibility by making a financial commitment on behalf of their customers to Hamilton Health Sciences Foundation. The principle of the program is simple, yet powerful in its multiplier effect. When consumers make a purchase from a Care4 partner, a portion of the purchase (unique to each partner) directly supports patient care, education, research and equipment (which the government does not fund), across the supported sites of Hamilton Health Sciences.

**About Mercedes-Benz Burlington:**

**Mercedes-Benz Burlington** is a division of Quantum Automotive Group. Mercedes-Benz Burlington is privately owned servicing the greater Hamilton area; Burlington, Milton, Dundas, Ancaster, Waterdown, Hamilton, Stoney Creek and Brantford, with sales, service, parts for Mercedes-Benz, Sprinter Vans and smart car. Mercedes-Benz Burlington is an authorized AMG Performance Centre, giving clients exclusive access to AMG vehicles.

Escape to where iconic design and contemporary luxury set the stage for exclusive and extraordinary experiences at Mercedes-Benz Burlington. Retreat to surprising, sensory environments where an amplified showroom, vibrant lounges, innovative cuisine, spa and golf create more than just a dealership experience, but a luxury lifestyle experience.

"Modern luxury defined by Mercedes-Benz Burlington"