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**For Immediate Release**

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**HYUNDAI DONATES 1,000 BACKPACKS TO MIAMI, FL CHILDREN  
IN CONJUNCTION WITH 9TH ANNUAL FMCRC LET'S DO BUSINESS FLORIDA  
ECONOMIC SUMMIT**

**MIAMI, Florida, June 6, 2011** – As school children head into summer school activities and in a struggling economic climate, Hyundai Motor America is coming to the aid of Miami-Dade County's youth with a practical donation of 1,000 backpacks. Hyundai is working with the City of North Miami and NANAY, a nationally recognized non-profit community based organization in Florida to distribute the new backpacks to the low-income children, families and program participants.

A donation ceremony will be conducted at 10:00 a.m. on Wednesday, June 15, 2011 on the grounds of the Museum of Contemporary Arts (MOCA), located at 770 NE 125th Street, North Miami, Florida, two blocks away from the NANAY Community Center. The event is just one part of Hyundai's commitment to the diverse members of the South Florida community.

Hyundai will also be a silver level and automotive access sponsor at the 9th Annual FMCRC Let's Do Business Florida Economic Summit, which will provide Florida small businesses, non-profits and neighborhood associations the opportunity to access job creation, community and organization development tools and resources. It also provides them a venue to meet and network with their fellow community organizers and key corporate leaders.

"Hyundai is dedicated to helping build stronger communities and families through our outreach and philanthropic programs," said Walter Rodriguez, manager of diversity and community relations, Hyundai Motor America. "Providing backpacks to the children and families that participate in NANAY's program

services is just one example of Hyundai's efforts to improve the lives of people in the communities in which we live and work. In addition, by partnering with FMCRC, we are able to provide much needed information to Florida businesses, non-profits, and community organizations about how to do business with Hyundai. We are honored to partner with FMCRC and NANAY in this important effort."

"This is a good opportunity to show how City Government, non-profit organizations and business institutions can partner and work together in helping families in our community during this tough economic time," said North Miami City Mayor Andre Pierre. "North Miami, the fifth largest city in Miami-Dade County, is also home to one of the most ethnically diverse communities in the entire State."

"NANAY is proud and excited to partner with Hyundai Motor America, FMCRC and the City of North Miami in providing the gift of backpacks to children in the South Florida community. This partnership enables us to continue to raise our youth's self-esteem, enhance their ability to study and get good grades, and guide them in their quest to become good citizens and leaders" said Joy Bruce, President of NANAY, Inc.

NANAY, Inc. (National Alliance to Nurture the Aged and the Youth) is a 501(c)3 community-based organization that was established in 1994 to promote the health, welfare and well being of elders, youth and community ([www.nanay.com](http://www.nanay.com)). NANAY Community Economic Development Corporation (NANAY-CEDC) is a non-profit affiliate of NANAY whose mission is to promote workforce and provide community development programs, affordable housing, counseling and education to low-moderate income families, minorities and disadvantaged individuals, families and communities.

NANAY is also collaborating with Amigos For Kids, a Miami-based nonprofit organization dedicated to preventing child abuse and neglect by valuing children, strengthening families and educating communities.

"We are thankful that Hyundai chose to donate 1,000 backpacks to South Florida children the week of the 9th Annual Let's Do Business Florida Summit", said Al Pina, Chair of FMCRC. "It shows the innovative way that Hyundai thinks about our community. They really understand that in order for business to grow, you need healthy neighborhoods, a cohesive community, and strong corporate partnerships. I am glad that Hyundai is helping to improve our communities in Florida."

FMCRC (Florida Minority Community Reinvestment Coalition) is made up of minority community organizations in Florida whose goal is to empower low-income and minority communities by attracting

investments for health, education, home ownership, employment, and minority entrepreneurship using a holistic advocacy approach.

#### **ABOUT HYUNDAI MOTOR AMERICA**

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000 mile fully transferable new vehicle warranty, 10-year/100,000 mile powertrain warranty and 5-years of complimentary Roadside Assistance.

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