

Chevy Camaro Debuts amid Community Generosity

Local car dealer pairs Camaro reveal with community giving event

McKees Rocks, PA, May 8, 2009 -- Jim Crivelli Chevrolet in McKees Rocks revealed the all new 2010 Chevy Camaro at an After-Hours Launch Party held Wednesday, May 6, 2009. Two new 2010 Camaros were displayed alongside three 1969 Camaros (provided by Jim Boburka and Merle Eschman), a '91 Z28 Camaro (provided by Edward Rusnica Jr.) and a '94 Camaro (provided by Jeffery Broniszewski). Guests mingled among Camaros, Corvettes and other Chevrolet products while enjoying food provided by Catering by Michael and a live Y108 remote broadcast.

The Camaro launch party was the grand finale to Crivelli's three-week Spring Open House (April 15 – May 6). A long-time supporter of various local organizations, Crivelli wanted to bring customers and neighbors together in an unprecedented way. Community members were encouraged to donate non-perishable food items, diapers and wipes, clothes, toys and books which they could drop off at Crivelli's showroom, located at the Shoppes at Chartiers Crossing (formerly known as the McKees Rocks Shopping Plaza). Selected vehicles were used to hold the donated items, which would be given to Focus On Renewal, a nonprofit social service organization that has served McKees Rocks for 40 years. Crivelli also held a community blood drive on Saturday, May 2nd to benefit the Central Blood Bank.

In return for donations, visitors to Jim Crivelli Chevrolet received raffle tickets for a Chinese auction. Prizes would be drawn at the Camaro Launch Party on May 6th. Prizes included tickets to places like Kennywood, Sandcastle, the Pittsburgh Children's Museum and Heinz History Center & Western PA Sports Museum, various theater productions, a membership to Streamline Fitness center, Pirate Game tickets, Camaro die cast model from Crivelli's NASCAR Proshop, restaurant gift certificates, and a full vehicle detailing courtesy of National Car Detail.

Jim Crivelli Jr. explains why the dealership devoted so much effort to a "non-sales" event. "This was a new way for us to help out the community. Everywhere you turn these days, you hear about how tough this economy is on all of us – regardless of income levels. As a dealership that has been here since 1939, we have come to know so many people personally. We wanted to do something. And we had this great car coming out – the Camaro – that lots of people were excited about. It just all came together."

Through the combined generosity of the community, Crivelli filled three trucks, two SUVs, and two small crossovers with donations for F.O.R. Fr. Regis Ryan, executive director of Focus On Renewal, added, "Jim Crivelli Chevrolet has been an important part of the Sto-Rox community for many years. We're grateful for this community drive that will benefit the people Focus On Renewal serves."

The new 2010 Camaro is still on display in the showroom. "But not for long," Crivelli warns. "Supplies are very limited and orders are coming in every day. So if you want to see it, I'd stop down soon."

About Jim Crivelli Chevrolet

Jim Crivelli Chevrolet has been a part of the Pittsburgh automobile industry since 1939, and is located in McKees Rocks, just outside of Pittsburgh, PA. The dealership also services and repairs all makes and models of vehicles, is an auto parts supplier, and has one of the largest NASCAR ProShops in Western PA. For more information, visit www.JimCrivelli.com.

About Focus on Renewal

Formed in 1969 to focus on the needs of the community, adult education, youth intervention, and economic depravity, F.O.R. has been a beacon of hope to the Sto-Rox community for nearly 40 years. Striving to meet the goals established for the citizens in Stowe Township and McKees Rocks, the center has grown through the years to surpass initial goals and today is a comprehensive full-service community center with satellite locations strategically placed throughout Sto-Rox.

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