Ford Warriors in Pink Launches Initiative to Help Bring More Good Days to Those Living with Breast Cancer -- Partners with Meal Train and Lyft

- Ford Warriors in Pink® introduces The Good Day Project and issues strong call to action to help bring more good days to those living with breast cancer
- Ford partners with Meal Train and Lyft to provide an easy way to offer support – scheduling meal deliveries, childcare, rides to treatment facilities and more to breast cancer patients across the country
- Now 21 years strong, Ford Warriors in Pink continues to help in the fight against breast cancer, so far dedicating more than $128 million to the cause

Ford Motor Company, through its Warriors in Pink® campaign, today launches The Good Day Project – a powerful call to action to bring more good days to those living with breast cancer.

For more than two decades, Ford Warriors in Pink has been committed to the fight and continues to inspire women to be proactive about their breast health. The Good Day Project takes the program a step further – encouraging people to step up and help those who are battling the disease.

“Most breast cancer patients characterize their days by ‘good days’ and ‘bad days,’” said Tracy Magee, Ford Warriors in Pink brand manager. “While many people want to help, most are unsure of the best way to show their support. We want to change this.

“Warriors in Pink is about driving awareness, and about motivating people to help in the battle against breast cancer,” added Magee. “With The Good Day Project, we hope to empower people to take real action and help provide more good days to those living with the disease.”

At the heart of the project are partnerships with Meal Train and Lyft to provide support services and resources that benefit those dealing with breast cancer and help make their day-to-day life easier.

The nationwide partnership with Meal Train – an online platform for organizing family and friends to bring meals to loved ones fighting breast cancer – allows users to gain free access to the premium service Meal Train Plus. The service not only helps organize meal deliveries, but other household needs such as errand services and childcare.

“We are thrilled to be joining forces with Ford Warriors in Pink to simplify the giving process,” said Michael Laramee, cofounder, Meal Train. “Our goal is to give users practical solutions that help provide the services they need on the days that are most helpful. Through this partnership, we hope to inspire more people to join the fight and grant small acts of kindness that lessen the burden for those living with the disease.”

Alongside the support services made available through Meal Train, Warriors in Pink will work with Lyft to offer rides to and from appointments for select patients undergoing treatment. The ride-sharing service will be made available starting in June, and will rollout across 17 cities through select treatment centers.
“Reliable transportation to and from treatment is a common challenge for patients,” said Kira Wampler, chief marketing officer, Lyft. “We are honored to be partnering with Ford Warriors in Pink to bring a dependable option to the many women seeking treatment this year.

“Together with Ford and Meal Train, we’ll help bring awareness to the small things people can do to support women fighting this disease,” added Wampler. “In the coming days, we’ll share details on how to donate a free Lyft ride to a patient in need – simply by showing your support.”

In addition to the partnerships with Meal Train and Lyft, Ford Warriors in Pink has created new ideas, tips and tools as part of The Good Day Project to help people carry out simple acts that bring about more good days.

Additional details and resources can be found at www.fordcares.com. These include:

- A free postcard mailing service launching in June; visitors can customize a message that Warriors in Pink will send to their loved ones
- A list of books of encouragement selected by those who have had experience with breast cancer
- Spotify playlist with songs of encouragement and empowerment
- Advice from Warriors in Pink Models of Courage members on how to get through the hard days of treatment, along with inspiring ways to celebrate the good days
- Health and financial information from the four charity partners of Ford Warriors in Pink – The Pink Fund, Susan G. Komen, Dr. Susan Love Research Foundation and Young Survival Coalition
- An opportunity to win various “good day” experiences – from flowers to relaxing spa treatments and even a grand prize of an all-new Ford Mustang

Supporting The Good Day Project is singer and songwriter Andy Grammer, whose mother died from breast cancer six years ago. Grammer recently joined Warriors in Pink in a visit to The Margie Petersen Breast Center in Los Angeles, surprising more than 50 cancer patients with a touching performance.

“We learned of my mother’s breast cancer very late, and because of that I feel it’s important to be a part of the awareness movement,” said Grammer. “I want people to know that it does not have to be all bad. You are reminded that it only takes a moment to show someone how much you love them, and these small moments can help influence their outlook.”

For more than 20 years, Ford Motor Company has worked to advance the conversation around breast cancer – inspiring the next generation of warriors in the fight, while continuing to fuel the spirit of those living with the disease. To date, Ford has contributed more than $128 million to the cause.

**Models of Courage warriors spread good days**
Ford also continues its commitment to the Models of Courage program, working with 20 real-life warriors – women and men who have coped with breast cancer in inspiring ways – to help spread the word that good days matter in a loved one’s fight against the disease.

The Models of Courage will share their stories throughout the year at national and community events, as well as in Warriors in Pink communications – instilling hope and helping others face their battles. People are encouraged to join the conversation and share personal stories and insights on social media using the hashtag #MoreGoodDays.

**Wear the warrior spirit**
This month, Ford is introducing the 2015 Warriors in Pink collection of apparel and accessories. The collection will feature new items – a cardigan, a classic men’s long-sleeve tee, socks and a yoga
headband, along with best-selling favorites such as the annual women’s scarf, warrior T-shirt and tote bag.

The Warriors in Pink collection provides an opportunity to raise funds for breast cancer research and aid in developing resources that are vital to providing more good days to those dealing with breast cancer. One hundred percent of the net proceeds from warrior wear and gear sales benefit The Pink Fund, Susan G. Komen, Dr. Susan Love Research Foundation and Young Survival Coalition.

For more on Ford Warriors in Pink and to view the full 2015 accessories and apparel collection, please visit www.fordcares.com.

About Meal Train LLC

Meal Train LLC is a Burlington, Vermont based company specializing in the development of online community service solutions to strengthen friendships and communities. So far, mealtrain.com has helped more than 300,000 families receive over 3,000,000 meals. In fact, more than 4,000 families receive a meal each night because of mealtrain.com. For more information about Meal Train’s services, visit http://www.mealtrain.com/.

About Lyft

Lyft is a welcoming, affordable ride within minutes. Simply request and go. Lyft launched in San Francisco in June 2012 and is now in more than 65 cities across the country. Beyond providing communities with safe, reliable rides, we want Lyft to be a force for good. Inspired by the countless Lyft drivers who’ve taken initiative to give back to their own communities, we work with nonprofits and our driver community to create positive social impact, one ride at a time.

Ford Warriors in Pink®

Ford’s commitment in the fight against breast cancer runs well beyond raising funds. The company is dedicated to making a difference 365 days a year by encouraging women to become informed and visit their doctors, educating them about how early detection saves lives. To date, Ford has dedicated more than $128 million to the cause. The entire 2015 Ford Warriors in Pink collection is available at www.fordcares.com. A full 100 percent of net proceeds from sales go to support organizations fighting breast cancer including The Pink Fund, Susan G. Komen, Dr. Susan Love Research Foundation and Young Survival Coalition.

About Ford Motor Company

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new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 183,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at corporate.ford.com.