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## **Mercedes-Benz White Plains Sales Promotion to Benefit Blythedale**

### ***Mercedes-Benz of White Plains to donate \$100 per vehicle sold in July to Blythedale Children's Hospital***

VALHALLA, NY (July 2011) – When the Mercedes-Benz dealership in White Plains wanted to highlight the Mount Pleasant community, they chose Blythedale Children's Hospital as the recipient of their July sales incentive. For every new car sold in the month of July, Mercedes-Benz of White Plains will donate \$100 to Blythedale.

This is all part of [The Pulse of Westchester](#), a social media initiative intended to drive traffic to local merchants. The initiative highlights businesses and events of a different Westchester town each month. Gary Turco General Manager of Mercedes-Benz of White Plains and a lifelong Westchester resident, created The Pulse of Westchester out of his dedication to overall community involvement. "We're very fortunate to live in an area as wonderful and colorful as Westchester," Mr. Turco said. "This community is made stronger every day by the philanthropic organizations that improve the lives of so many. As a local business person, I feel the need to be involved and to do whatever I can to help."

To take advantage of this promotion Facebook fans of Mercedes-Benz of White Plains can print and present an ad upon purchasing a new Mercedes to have \$100 donated to Blythedale Children's Hospital in their name.

"This is really a win-win opportunity," said Blythedale Director of Development Jane MacDonald. "Have a fabulous new car for the summer, and help provide for some of the region's most medically fragile children. We are very grateful to Mercedes-Benz of White Plains for not only raising money for Blythedale, but also for raising awareness around our services."

Mercedes-Benz of White Plains is owned by the Pepe family, led by founder Eugene Pepe and his four sons, Sal, Joe, Bobby and Gene Jr. Mr. Turco and Mercedes-Benz of White Plains have actively fund-raised for many local charities in addition to Blythedale Children's Hospital, including most recently, The American Cancer Society, The Westchester Arts Council, Autism Speaks and My Sister's Place.

## **About Blythedale Children's Hospital**

As New York's only freestanding, specialty children's hospital, Blythedale Children's Hospital is dedicated to improving the health status and quality of life of children with complex medical illnesses and disabling conditions through superb multi-disciplinary patient care, teaching, research, and advocacy programs. Blythedale's board-certified physicians, nurses, clinical staff (social workers, respiratory therapists, clinical pharmacists, Child Life specialists, etc.) and New York State's largest hospital-based pediatric therapy department (PT, OT and Speech) work together to provide intensive and innovative multi-disciplinary clinical and therapeutic care to help children achieve their medical and rehabilitative goals for independent living, and return to their communities. Blythedale is also the only Hospital in New York State with its own on-site public school district, the Mount Pleasant-Blythedale Union Free School District. For more information about Blythedale Children's Hospital, visit [www.blythedale.org](http://www.blythedale.org)