



## Porsche donates to the American Red Cross to support ongoing disaster relief efforts in Hawaii

05/10/2023 The donation will go to support relief efforts following Hawaiian wildfires

**Atlanta** - Porsche will donate \$100,000 to the American Red Cross. The money donated will assist in the ongoing disaster relief efforts in Hawaii, where residents are still healing from one of the worst wildfires on record.

"We are heartbroken to see the devastation in Maui and our thoughts are with the families and communities who have lost so much," said Joe Lawrence, Executive Vice President and Chief Operating Officer, of Porsche Cars North America. "We understand the importance of coming together during times of need and are grateful for the opportunity to do our part."

For over a century, the American Red Cross has been critical in responding to natural disasters such as hurricanes, wildfires, floods, and other natural disasters. The donation announced by PCNA today will

help provide essential resources, including food, shelter, medical aid, and emotional support to communities in need. The American Red Cross, on average, responds to more than 60,000 disasters annually. Furthermore, they do not charge people for their services, and it's because of donations like this they are able to make that happen.

An additional \$50,000 will be donated by JN Group – operators of the Porsche Center in Hawaii earmarked for the Hawaii Community Foundation's Maui Strong Fund. Generators will also be provided to the Maui United Way to support the recovery efforts in Lahaina.

"Words cannot express the appreciation for the outpour of support from around the world for our Maui community. We are grateful for our partners at Porsche who responded quickly during this time of need," said Brad Nicolai, President, JN Group. "With all of our collective efforts, Maui Strong will live on."

PCNA actively seeks opportunities to give back to the communities it serves and supports various charitable initiatives focusing on areas such as education, sustainability, and disaster relief.

# MEDIA ENQUIRIES



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