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Trendway > NEWS RELEASE

FOR IMMEDIATE RELEASE
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Trendway's annual fundraiser continues at the company's manufacturing facilities on Quincy.

**TRENDWAY EMPLOYEES HOLD 9th ANNUAL CRUISE-IN FUNDRAISER
FOR LOCAL FAMILY**

Holland, Mich. . . . For the ninth consecutive year, Trendway employees are holding a “Benefit Cruise-In” to raise funds for a local family facing catastrophic medical expenses. The event will be held **Friday, September 10, 2010 from 6:00 to 9:00 p.m.** at Trendway headquarters, 13467 Quincy Street, Holland Township. The benefit is co-sponsored by Boar’s Head and Thrivent Financial, along with extensive support from individual and corporate sponsors in the community providing products, services, gift certificates, and donations.

“This year’s Cruise-In benefit is especially personal to our company and community,” explained Bill Bundy, Trendway president and CEO. “We will be remembering Doug Bosman, our friend and a fellow Trendway employee of nearly 30 years.” Doug, a lifetime resident of Holland, was diagnosed with colorectal cancer in September 2008. Doug’s cancer journey took him through radiation, chemotherapy, surgery, drug therapy and radioactive TheraSphere® implantation. Exhausting all medical options while realizing the cancer was growing, Doug was determined to view each day as a gift - a blessing from God. Even on the toughest days, Doug could be found wearing his “Life is good” t-shirt and a sweet smile. Doug met each day with a passion for life and a quiet strength. “This year we honor Doug's ‘Life Is Good’ life to benefit his wife and two daughters,” said Bundy.

Over the years the Cruise-In has grown to be a much-anticipated community event. The benefit includes a car show of street rods, customs, motorcycles, trucks and restored vehicles of all kinds. Dash Plaques will be given to the first 50 cars in attendance. Last year over 500 vehicles took part, ranging from antique fire engines to sleek Corvettes, Smart Cars to fire-belching trucks. Admission to view the cars is free. Anyone with a vehicle to show is welcome to take part, with a \$5 donation at the gate. All proceeds will go towards Doug's wife, Paula, and two daughters, Courtney and Taylor.

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Trendway Employees Host 9th Annual Cruise-In Benefit

Page 2 of 2

In addition to the wide variety of unique vehicles on exhibit, visitors can enjoy food, entertainment, special activities for the kids, a DJ, and much more. Several valuable prizes will be raffled, including two airline tickets anywhere in the continental United States.

This annual Trendway employee event is held to help families facing serious financial challenges as the result of a family member's health problems. To date this annual event has raised more than \$114,000 to assist families from around the greater West Michigan area.

For more information on Trendway's Benefit Cruise-In event, contact Ed Elzinga at 616-212-3544 or Ken Harper at 616-218-1570.