



**Shriners Hospitals**  
for Children™

## Shriners Hospitals for Children Receives Special Pricing from Ford Motor Company



Ford Motor Company is offering Shriners Hospitals for Children a competitive price allowance for their 2009 model Econoline vans. The contract, which lasts one year, will allow the 22 hospitals to purchase Ford vehicles at a reduced price.

“We truly appreciate the generosity of Ford Motor Company,” said Ralph Semb, president and CEO of Shriners Hospitals. “This is an exciting opportunity for our organization that will help us provide better care and service to our patients and their families. We hope to continue this program indefinitely.”

Bill Currie, an Egypt Shriner and president of Bill Currie Ford Lincoln Mercury in Tampa, Fla, arranged a meeting between Al “Bear” Robinson, a Sahib Shriner and hospital traveling display coordinator for Shriners International

Headquarters, and Wayne Boor, a national account executive for Ford Motor Company.

“We are honored to be a part of the important work done by Shriners Hospitals,” Boor said. “The Econoline passenger van has been a reliable source of transportation for your patients, and we look forward to continuing our partnership with this incentive program.”

The deal includes a multi-tier volume incentive, which gives Shriners Hospitals an additional deduction in price after they have purchased 99 vehicles in the program year. For the 2009 model year, Ford will also give Shriners Hospitals for Children one free van for every 25 vans purchased.

“When we receive a free van, we’ll store it at headquarters until a hospital requests it,” explained Robinson.

“We will then ask the hospital to give us a trade-in of one of their vans in exchange for the new one. The old van will be donated to a Shriners temple that does not own a vehicle, on a first-come, first-served basis.”

The program incentives offered in the deal cannot be combined with any other offers. A special fleet identification number and code must be used to receive the reduced price and apply the purchase toward the volume requirements. For more information, please contact Mary Brown or Al Robinson in the donor relations department at [donorrelations@shrinenet.org](mailto:donorrelations@shrinenet.org) or (813) 281-8108.

[www.shrinershq.org](http://www.shrinershq.org)