

FOR IMMEDIATE RELEASE
Courtesy: Leadfoot Media

Giving! Youth! Impact! Leadfoot Foundation's 6th Annual Driving Excellence Charity Event

Detroit, MI - September 2, 2011 - For the sixth consecutive year, The Leadfoot Foundation, Inc (501(c)(3) Non-Profit Organization) will host the "Driving Excellence" charity event. "Driving Excellence" is the marquee event for the Leadfoot Foundation. During the event school supplies are collected then distributed to youth K-12th grade. "Our goal is to give back to the very community from which I came. After all, it takes a village to raise a child," stated Brian Olatunji (Olatunji is Chairman and President of the Leadfoot Foundation, Inc). Detroit is prime territory to not only give back but focus on school supplies for youth. Although, Detroit has recently been well documented for trouble with public schools, the Leadfoot Foundation has been making an impact by providing back-to-school essentials for the past five years.

The Leadfoot Foundation enjoys strong partners with Pepsi and the U.S. Army; however it relies on the community to assist in their efforts. "The Driving Excellence charity event is the platform we use to ensure youth have the necessities to perform in the classroom. It is essential for everyone in a position to give, to bring \$10 or more in unopened school supplies to the event to assist those in need," said an emphatic Olatunji.

This year's event will take place from noon until 5 pm on Saturday, September 17th at the Lighthouse on Belle Isle Park.

The Leadfoot Foundation has assembled a team of volunteers who are enthusiastic about serving each and every young person with school supplies to begin their school year. Olatunji continued, "We have our sights on continuing to grow this event. Ultimately, we want this event to be known as THE SCHOOLS SUPPLIES DRIVE of the City of Detroit. I am adamant about giving back especially given I am a proud Detroiter and a product of Detroit Public Schools!"

In addition to the collection and distribution of school supplies there will be a live DJ, hot rods on display, exotic motorcycles, face painting as well as five new 2012 Chrysler vehicles. Gleaners Community Food Bank has also been gracious to provide snacks for the young people to enjoy. The event provides an opportunity for the community to interact with each other through activities such as a kids station while benefiting with essential back-to-school supplies.

For more details as well as a place to donate, please visit The Leadfoot Foundation's website at: www.leadfootfoundation.org.

###

Interview Contact: Leadfoot Media, Public Relations
Telephone: 313.282.6251
media@leadfootmedia.com

Leadfoot Motorsports, LLC
2668 Bay Dr.
West Bloomfield, MI 48324