

## **NISSAN CANADA FOUNDATION BRINGS RE-LEAF TO SUN YOUTH ORGANIZATION**

*- World's first real-world, fully-electric car will now assist in helping Montreal residents recover from natural disasters -*

MONTREAL, QC (May 14, 2013) – Today at Cité Nissan in Montreal, the Sun Youth Organization was thrilled to receive a fresh jolt of electricity to its Disaster Assistance program when it accepted a brand-new Nissan LEAF from the Nissan Canada Foundation. The fully electric, five-passenger car will be used to ensure vulnerable families have food, hygiene products, shelter and assistance in restoring order to their lives after fires and major disasters in the Greater Montreal area.

"Sun Youth would like to extend its most heartfelt thanks to the Nissan Canada Foundation for its generous contribution over the years. They are truly dedicated to making a meaningful impact in our society, and is a relentless driver for positive and lasting change," said Tommy Kulczyk, assistant to the executive director and director of Sun Youth's Emergency Services. "This donation represents a great leap forward in Sun Youth's effort to promote and encourage environmentally conscientious behaviour, sending a clear message to our community. We must not only include, protect, and nurture those who are vulnerable and marginalized, but also be considerate for that which we will always share, our environment."

Sun Youth's Disaster Assistance program has been on the scene of fires and major disasters in the Greater Montreal area since 1970 and with support from the Nissan Canada Foundation since 1996. Today's donation has fortified one of the pillars of Sun Youth's contribution to the Greater Montreal area and will help ensure this program can continue with the same capacity and reach.

This is the first time that the Nissan Canada Foundation has donated a Nissan LEAF to a charitable organization and is Sun Youth's first electric car. Together, both organizations are offering an example of how we can take steps toward conserving our environment.

"In celebrating the twentieth anniversary of the Nissan Canada Foundation and nearly twenty years supporting Sun Youth, we're proud to make this contribution and to know that this Nissan LEAF will be used to help those in need," said Christian Meunier,

President, Nissan Canada Inc. "When disasters strike, organizations like Sun Youth provide the hope and comfort that can make all the difference in the world - we're just happy to help them make a difference."

### **About the Nissan LEAF**

Nissan was the first automaker committed to bringing electric mobility to the mass market with the launch of the all-electric Nissan LEAF in select markets in 2010, and in Canada in 2011. To date, Nissan has sold almost 60,000 Nissan LEAFs worldwide making it the best-selling all-electric car ever. For more information about the Nissan LEAF, including photos, specs and videos, please visit [www.media.nissan.ca](http://www.media.nissan.ca).

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More information, high-res images and b-roll are available at [www.media.nissan.ca](http://www.media.nissan.ca) or upon request.

### **About Sun Youth Organization**

Sun Youth was founded in 1954 with the objective of providing inner-city youths with positive outlets for their energies through sports. Since then, Sun Youth has grown and now provides Montrealers with over 30 services with their Emergency Services, Sports & Recreation and Crime Prevention Departments. For further information, visit [www.sunyouthorg.com](http://www.sunyouthorg.com).

### **About Nissan North America**

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized as an ENERGY STAR® Partner of the Year in 2010, 2011, and 2012 by the U.S Environmental Protection Agency. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at [www.NissanUSA.com](http://www.NissanUSA.com) and [www.InfinitiUSA.com](http://www.InfinitiUSA.com), or visit the Americas media sites [NissanNews.com](http://NissanNews.com) and [InfinitiNews.com](http://InfinitiNews.com).

### **About Nissan**

Nissan Motor Co., Ltd., Japan's second-largest automotive company, is headquartered in Yokohama, Japan, and is part of the Renault-Nissan Alliance. Operating with more than 248,000 employees globally, Nissan provided customers with more than 4.9 million vehicles in 2012, generating revenue of 9.4 trillion yen (\$US118.95 billion) in fiscal 2011. With a strong commitment to developing exciting and innovative products for all, Nissan delivers a comprehensive range of 64 models under the Nissan and Infiniti brands. A pioneer in zero-emission mobility, Nissan made history with the introduction of the Nissan LEAF, the first affordable, mass-market, pure-electric vehicle and winner of numerous international accolades, including the prestigious 2011-2012 Car of the Year Japan and 2011 World Car of the Year awards.

For more information on our products, services and commitment to sustainable mobility, visit our website at <http://www.nissan-global.com/EN/>.

**About Nissan Canada**

Nissan Canada Inc. (NCI) is the Canadian sales, marketing and distribution subsidiary of Nissan Motor Limited and Nissan North America, Inc. With offices in Vancouver (BC), Mississauga (ON), and Kirkland (QC), NCI directly employs 250 full-time staff. There are 184 independent Nissan dealerships, 33 Infiniti retailers and 44 Nissan Commercial Vehicle dealers across Canada. A pioneer in zero emission mobility, Nissan made history with the introduction of the Nissan LEAF, the first affordable, mass-market, pure-electric vehicle and winner of numerous international accolades including the prestigious 2011 European Car of the Year and World Car of the Year awards.

**About The Nissan Canada Foundation**

Created in 1993 to be the umbrella for all of Nissan Canada's philanthropic activities, the Nissan Canada Foundation is now celebrating 20 years of supporting more than 38 organizations across Canada. During that time, the foundation has encouraged Nissan employees to give back to their communities and provided financial assistance and more than 300 vehicles worth more than \$50 million vehicles to organizations in need of vehicle support. These organizations include Habitat for Humanity Canada, the Canadian Red Cross, the Breakfast for Kids Program and many others. More information about The Nissan Canada Foundation can be found online at [www.foundation.nissan.ca](http://www.foundation.nissan.ca).

More information about Nissan in Canada and the complete line of Nissan and Infiniti vehicles can be found online at [www.nissan.ca](http://www.nissan.ca) and [www.infiniti.ca](http://www.infiniti.ca).

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