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To: **Idealease Principals & Idealease General Managers**

Subject: **Idealease CARES – Idealease of Stockton, Stockton, California**

*One way we demonstrate our Core Value of **Stability** is by regularly giving back to the communities where we do business. **Idealease CARES** helps to shine a light on the collective community service, charitable causes and the contributions of Idealease locations across North America. **Idealease CARES** sets us apart from our competitors because we are integral parts of the communities where we live and work. Whether an Idealease location is large or small, community service and charitable causes are part of our long tradition of **Stability** in the communities where we do business. Let's shine our light on some great work done recently by the fine folks at Idealease of Stockton and Interstate Truck Center in Stockton, California.*

IDEALEASE OF STOCKTON: In the Spirit of Helping Those in Need

Five years ago, Art Stroh, Idealease Rental Manager for Idealease of Stockton, CA, asked David Morganson, Idealease Principal, if Idealease of Stockton and Interstate Truck Center would support a special event to benefit the most disadvantaged people in Stockton.

"Dave is a very generous man, and he quickly responded to my last minute request," says Art. "With less than one day's notice, the company donated 10,000 hotdogs for the Stockton Spirit Festival, a family-friendly gathering with entertainment, activities, free food and drinks, and extra services such as medical screening and information on community resources." Since then, Idealease of Stockton has supported the Festival with donated hot dogs and hamburgers, several trucks to move the supplies, and employee volunteers to assist at the event. A record 12,000 people enjoyed the Festival in 2015, and this September, the number of Festival attendees is expected to climb to 15,000 people.

"I became involved as part of my church's outreach efforts" says Art. "I am very happy that Dave continues to generously support this annual event because it shows people who have very little that we care about them and want to help. The Festival welcomes all people regardless of any, or no, religious affiliation."

The Stockton Leadership Foundation (SLF) is a 501 (c) (3) non-profit public benefit, faith-based organization that was formed in 2005 by six Stockton, California community and religious leaders. SLF brings community leaders together, focuses their efforts, and directs resources toward meeting the needs of the poor, vulnerable, and marginalized in Stockton. The SLF administers the business-side of the Festival as well as the donations. SLF is affiliated with Leadership Foundations of America (LFA), a network of local faith-based organizations that mobilize leaders from all walks of life to tackle a city's biggest problems. LFA is active in more than 30 cities across the United States and an additional 40 more cities are in the membership process.

The power of **Idealease CARES** is evident at Idealease of Stockton and Idealease applauds their efforts to give back and live our core value of **Stability**.

Throughout the year, we will recognize Idealease locations and their employees for their community service and support of charitable causes by publicizing that involvement in social, electronic and print media. In addition, Idealease might send a video production crew to film community support events that we expect to have large impact and wide public appeal.

Sincerely,

Lance Bertram
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