



## FOR IMMEDIATE RELEASE

**Contact:** Jessica Joisten  
703-807-0500  
[jj@comunicad.com](mailto:jj@comunicad.com)

Eliana Velez  
703-527-6007 ext. 18  
[communications@nhli.org](mailto:communications@nhli.org)

### **Ford Empowers Young Women to Practice Safe, Smart Driving**

**WASHINGTON, D.C. (June 20, 2012)** – Young Latinas participating in the National Hispana Leadership Institute’s *Latinas Learning to Lead* program will participate in an interactive, hands-on car care and safety workshop today from 6-9 p.m. at Lindsay Ford of Wheaton, 11250 Veirs Mill Road in Wheaton, Maryland. Created by Ford Motor Company and Safe Smart Women, *Ready, Safe, Drive!* teaches young women how to stay safe on the road.

Mechanics from Lindsay Ford will teach the young women practical skills such as how to change a tire and check the oil. The participants will also learn what to do if stranded in a vehicle on the side of the road, the importance of avoiding distractions while driving, and how to increase their fuel economy.

“Ford is passionate about helping young drivers acquire the skills and knowledge necessary to increase their confidence and safety while on the road,” said Joedis Avila, community outreach manager, Ford Motor Company Fund and Community Services. “We are pleased to once again offer this innovative workshop to the young Latinas participating in NHLI’s *Latinas Learning to Lead* program.”

Ford organized the *Ready, Safe, Drive!* workshop as part of its support of the NHLI *Latinas Learning to Lead* program. Every year, NHLI selects 22 Latina undergraduate students for this five-day leadership training program. Through a curriculum focused on fostering and strengthening leadership, the program encourages Latinas to complete their education and enhance skills in effective communication, career planning, health and wellness, and more.

“NHLI empowers young Latinas as leaders by providing the tools to positively impact those around them. We are grateful to Ford for the opportunity to provide our participants the resources and knowledge that will keep them safe on the road,” said Barbara J. DesMarteau, interim president, National Latina Leadership Institute.

Ford Motor Company and Safe Smart Women have reached more than 1,000 young women since 2007 through *Ready, Safe, Drive!* For more information, please visit [www.s2w.org](http://www.s2w.org).

###

#### ***Ford Motor Company***

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company’s

automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.fordmotorcompany.com](http://www.fordmotorcompany.com).

***Safe Smart Women***

SafeSmartWomen (S2W) is a national nonprofit organization. S2W educates, empowers and enables young women to improve their behind-the-wheel performance and their safety. S2W promotes driver safety strategies and car care awareness.

***National Hispana Leadership Institute***

Founded in 1987, NHLI is the nation's premiere training institution exclusively dedicated to Latina leadership training. Celebrating its 25th Anniversary, NHLI has developed into a major success story and has become a key player in forging leaders serving America today. Learn more at [www.nhli.org](http://www.nhli.org) and connect with us on [twitter.com/#!/NHLI](https://twitter.com/#!/NHLI), [facebook.com/nationalhispanaleadershipinstitute](https://facebook.com/nationalhispanaleadershipinstitute), and [youtube.com/user/NHLI1](https://youtube.com/user/NHLI1).