



**FOR IMMEDIATE RELEASE**

June 29, 2010

CONTACT: Deborah Burke Henderson

508-481-3568

dbhenderson@sadd.org

## **Values-Driven Company Receives Award at SADD National Conference**

DCH Auto Group sustains unique partnership  
with leading peer-to-peer youth activism organization

**Marlborough, MA** – SADD (Students Against Destructive Decisions) is proud to recognize **DCH Auto Group** with the **2010 SADD Outstanding Contribution Award**, presented by SADD President and Executive Director Penny Wells at the 2010 SADD National Conference Awards Banquet “Sunset Celebration” on June 29 in Orlando, Florida, before more than 600 attendees from across the country.

The **Outstanding Contribution Award** recognizes extraordinary accomplishment in advancing SADD’s mission to protect young people from destructive decisions, including dangerous driving practices, alcohol and other drug use, violence, and other risky behaviors. SADD honors DCH Auto Group with this award in recognition of its visionary leadership and compassionate commitment to teens and safe driving.

“DCH has set the bar high for companies who wish to invest in the communities in which their customers and employees live,” remarked Wells. “DCH supports local students and their families by contributing their time, their ideas, their knowledge and experience as well as their finances. By so doing, they not only help protect our young people, but also set an example as our teens transition to young adulthood themselves. SADD is privileged to be in partnership with them.”

DCH Auto Group and SADD created this unique partnership in 2008, and it delivers benefits for all those involved: for teens, for their parents, for the local schools where SADD chapters are developed and fostered, and for the company’s employees and customers. Through DCH Auto Group’s targeted and sustained investment, DCH and SADD are helping teens in DCH communities be stronger, safer drivers and positive peer leaders in their schools.

“More than 5,000 teens are killed in automobile crashes every year – the leading cause of teen deaths in the United States,” noted George Liang, President of DCH Auto Operations. “We believe we need to take the responsibility in our communities to educate parents and teens about safe driving. We need to help teens make responsible decisions every time they get behind the wheel of a car,” Liang added.

Liang credited Shau-wai Lam, Chairman and CEO of DCH Auto Group, and Susan Scarola, Vice Chairman, as the driving force behind this rewarding partnership. DCH Auto Group sponsored almost 100 adult and student attendees at the four-day SADD National Conference and provided additional training for this group in a pre-conference retreat.

**About DCH Auto Group**

Headquartered in South Amboy, New Jersey, DCH Auto Group comprises 27 auto dealerships in New Jersey, New York, Connecticut and in Southern California from Oxnard to San Diego, featuring a full line of new and pre-owned vehicles. The company is highly invested in principles for success that value customers and employees. DCH Auto Group is committed to giving back to the communities in which its dealerships operate and employees and customers live. The company is dedicated to its teen safe driver program, "Mindless Driving. Keep It Out Of Cars," and is a sponsor of SADD (Students Against Destructive Decisions). For more information, please visit [www.DCHAuto.com](http://www.DCHAuto.com).

**About SADD**

SADD, the nation's leading peer-to-peer youth education, prevention, and activism organization, is committed to empowering young people to lead initiatives in their schools and communities. Founded in 1981, today SADD has thousands of chapters in middle schools, high schools, and colleges. SADD highlights prevention of many destructive behaviors and attitudes that are harmful to young people, including underage drinking, other drug use, risky and impaired driving, and teen violence and suicide. More information about SADD can be found at [sadd.org](http://sadd.org).

###