

# DCH Auto Group Supports N.J. CAR's 'Driven to Read' Campaign Promoting Literacy

SOUTH AMBOY, N.J. – Sept. 28 (SEND2PRESS NEWSWIRE) – DCH Auto Group is driving more than cars this fall. At the suggestion of N.J. CAR (New Jersey Coalition of Automotive Retailers), the DCH dealerships in New Jersey are supporting the 2nd Annual "Driven To Read" campaign promoting literacy by serving as collection locations for donated children's books between October 1 and November 30, 2007.

DCH encourages the public in all its New Jersey communities to donate any new or gently read children's books (pre-school through high school) by bringing them to the dealership showrooms during normal business hours. The books will be distributed to organizations that benefit underprivileged children and promote reading.

The "Driven To Read" campaign was inspired by N.J. CAR's work with New Jersey Reads: The Foundation for Literacy ([www.newjerseyreads.org](http://www.newjerseyreads.org)), a statewide non-profit created to raise awareness about illiteracy. The inaugural 2006 campaign collected more than 26,000 books that benefited children throughout New Jersey.

"With our close community ties, it seems a natural fit for the neighborhood dealerships to serve as the collection points for donated children's books," said Susan Scarola, President and CEO of DCH Auto Group. "We're proud to support the "Driven To Read" campaign and join with our colleagues in the New Jersey retail automotive industry to raise awareness of this issue that impacts many residents."

In fact, four out of ten adults in New Jersey are functionally illiterate, according to Penni Wild, executive director of New Jersey Reads: The Foundation for Literacy. "Many cannot read, write, speak or understand English well enough to get or keep a job," Ms. Wild said. "Many cannot read to their children, follow basic written instructions or take action on important information. We appreciate the activism of all participating dealerships on behalf of families throughout the state – many of whom don't have books in their home to nurture a love for reading."

With more than 30 dealerships in New Jersey, New York, Connecticut and Southern California, the DCH Auto Group features a full line of new and pre-owned vehicles from Acura, Audi, BMW, Chrysler, Dodge, Honda, Jaguar, Jeep, Lexus, Lincoln/Mercury, Nissan, Toyota, Saturn, Scion and Volvo. DCH will soon celebrate its 60th anniversary, emphasizing its mission "to be an innovative industry leader totally committed to customer satisfaction, employee satisfaction, integrity and teamwork."

DCH and its dealerships can be visited online at [www.dchauto.com](http://www.dchauto.com).

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