



## Abruzzo Earthquake Relief Fund

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• Italian Canadian Savings and Credit Union • Other members and leaders from the Italian community and "Friends of Abruzzo"

[www.abruzzoearthquakerelieffund.ca](http://www.abruzzoearthquakerelieffund.ca)

**For Immediate Release**

## **Sergio Marchionne helps raise \$600,000 for Abruzzo earthquake victims**

***FIAT CEO draws big crowds and big funds for the Abruzzo Earthquake Relief Fund***

TORONTO Feb. 16 – Almost \$600,000 was raised at Pranzo Con Sergio Marchionne, held on February 12, 2010 at the Liberty Grand in Toronto. With over 700 people in attendance, the event was well attended by the who's who of the automotive, financial and governmental sectors, including Minister Tony Clement; Minister Sandra Pupatello; Ken Lawenza of CAW; Nazario Pagano, Presidente del Consiglio Regionale dell'Abruzzo; as well as Toronto mayoral candidates.

"We extend our sincere thanks to Mr. Marchionne for lending his time and profile to our cause – one that is close to his heart as well," states Senator Con Di Nino, Chair, Abruzzo Earthquake Relief Fund. "This event is one of many over the past year in which our community has come together for the people of Abruzzo and the rebuilding effort in the region. For that, we are grateful."

In his keynote address to the crowd, Mr. Marchionne touched upon his roots in Abruzzo and growing up in Toronto, as well as his insights on the future of the automotive industry.

Born in Abruzzo, educated in Canada, Mr. Marchionne's achievements have become legendary and he has most recently been named *Report on Business* magazine's CEO of the Year. Since taking the helm as CEO of Fiat SpA in 2004, he has delivered one of the auto industry's most impressive turnarounds. As current CEO of Chrysler Group LLC, Mr. Marchionne brings with him his vast professional experience and visionary business instincts to meet the many challenges of the North American auto market.

The guests treated Mr. Marchionne as a CEO/rock star – many of them lining up to have their photo taken with him, or to get his autograph.

During the lunch, Laura Albanese, MPP South Weston, on behalf of the Premier, also announced the Government of Ontario's generous contribution of \$500,000 to the rebuilding efforts in Abruzzo.

Funds raised from the event will support the efforts of the Abruzzo Earthquake Relief Fund, which was created in the days following the destructive earthquake in Abruzzo last April by a number of organizations. In cooperation with these groups across Canada, it has been decided that funds raised by AERF will be put towards a re-building project(s) associated with the University of L'Aquila.

For more information on AERF, or for a copy of Mr. Marchionne's speech from the event, please visit [www.abruzzoearthquakerelieffund.ca](http://www.abruzzoearthquakerelieffund.ca).

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