

6th annual Ford 'Fill an F-150' water drive surpasses half million mark

By Stephanie Jarnagan
Photo courtesy Rodeo Ford



**More than
150,000 bottles
collected in
2018 for The
Salvation Army**

Six years ago, Ford Motor Company launched the "Fill an F-150" bottled water drive, with the goal of helping The Salvation Army keep those in need hydrated throughout the hot summer months. Since its launch, nearly 600,000 bottles of water have been collected. This year, in partnership with Valley-based Famous Dave's restaurants and Wet 'n' Wild Phoenix, more than 150,000 bottles were collected in support of The Salvation Army Red Shield Survival Squad.

The Red Shield Survival Squad was launched to provide hydration, respite and safety information to those in need at heat relief stations in Metro Phoenix on days with excessive heat warnings. According to the Arizona Department of Health Services, approximately 1,300 weather-related deaths from exposure to heat occurred in Arizona between 2005-2015.

All 13 Metro Phoenix-area Ford dealerships and four Valley Famous Dave's restaurants collected cases of water during a two-week drive in May. Wet 'n' Wild Phoenix provided a half-off any day general admission coupon (good for up to four admissions) to each person who donated at least one case of water. In addition, Valley Famous Dave's provided a coupon for one free brisket sandwich to any individual who donated a case of water.

"In the scorching Valley heat, the human toll can be just as devastating as in parts of the

country that experience hurricanes, tornadoes and floods," said Maj. Nancy Dihle, program coordinator for The Salvation Army Metro Phoenix. "Many people need our help to survive the heat, so we are grateful for this partnership with Ford, Wet 'N' Wild and Famous Dave's, which continues to provide vital hydration to those in need."

In addition to collecting water, Ford Motor Company Fund provided a \$15,000 grant in support of the water drive and other vital Salvation Army programs courtesy of Ford's Operation Better World Phoenix program.

"This is our 6th annual water drive in partnership with The Salvation Army, which is very much in line with Ford's mission to serve the communities where we do business and help those in need," said Brad Jones, Phoenix regional manager for Ford Motor Company.

"We appreciate the Ford customers—and those new to Ford—who stopped by a dealership with their water donation and, in turn, received a little fun out of their good deed."

Once again, Sanderson Ford topped collection efforts with more than 63,000 bottles of water. This year, Rodeo Ford produced the most creative water drive display earning a team BBQ catered by Famous Dave's. For more information on the Salvation Army's Red Shield Survival Squad, visit salvationarmyphoenix.org/extreme-heat-relief. ■