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For Immediate Release:

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Driving Event Raises \$6,800 for Homeless Children



From Left: Ron Ferguson of Mooers Volvo, Shawnee Hansen of Richmond Friends of the Homeless, Justin Friedrichs of Friedrichs Asset Management and Speedy Manning of Arena Racing USA. The event raised \$6800 for the Richmond Friends of the Homeless.

RICHMOND, Virginia, November 5, 2007— A leisurely weekend drive through the countryside west of Richmond raised more than \$6,800 for the Children’s program at Richmond Friends of the Homeless.

Friedrichs Asset Management and Mooers Volvo organized the rally for civic-minded driving enthusiasts to help provide food, clothing, school supplies and support for inspirational programs to help homeless children. Other sponsors included Arena Racing USA which sanctions an indoor racing circuit and Bottega Bistro, the lunch host.

Justin Friedrichs, the organizer of the event and President of Friedrichs Asset Management emphasized the kindness of the participants: “It is great to see so many people that are driving nuts also be so compassionate toward human needs”.

The event began with a rally and a test-driving free-for-all at Mooers Volvo of Midlothian.

After test-driving cars, participants took off for a driving tour of the countryside west of Richmond to Cartersville, Virginia. After breaking for refreshments, they returned to Richmond to rally at Bottega Bistro for the celebration lunch banquet. Mooers Volvo even raffled the use of their hot new C70 convertible to one lucky participant.

“I am delighted to have been able to be a part of this event. Richmond Friends of the Homeless serves hundreds of meals daily to underprivileged children and provides many other valuable programs for the less fortunate”, stated Ron Ferguson, Owner of Mooers Volvo.

Step-by-step instructions were provided to participants to help them find their way. Drivers saw farm animals, corn fields, drove on tree-canopied roads and saw wonderful views of the river.

More than 20 people participated by volunteering, donating funds and enjoying the event.

After the event, participants were served a three-course lunch at Bottega Bistro. There, Shawnee Hansen story of Richmond Friends of the Homeless and the huge demand for its services, including daily meals from two different church basements, clothing, school supplies and general mentoring support for homeless families and their children.

“This wonderful event made the difference between hungry children receiving a nutritious, hot meal each day or having to turn them away,” said Shawnee Hanson, Director of Richmond Friends of the Homeless.

Prize sponsors Mooers Volvo, Arena Racing USA and Bottega Bistro combined to contribute hundreds of dollars worth of prizes. All of the participants donated to the Richmond Friends of the Homeless as well. Friedrichs Asset Management, as pledged, matched each individual’s donation.

“The generosity expressed this year has been overwhelming. The fact that most of our donations came from a large number of people that could not attend the event speaks to the care people feel toward homeless children.,” Friedrichs said.

Over the past four years this driving event has raised over \$10,000 for Junior Achievement of Central Virginia, Richmond Friends of the Homeless and the VCU Massey Cancer Center.

About Richmond Friends of the Homeless:

Richmond Friends of the Homeless was formed in 1987 to strengthen and enrich the community life of the underprivileged and homeless in Richmond, Virginia. For more information call founder Shawnee Hanson at (804) 275-5866 or visit www.RichmondFriendsoftheHomeless.org/

About Mooers Volvo

When you shop at Mooers Volvo, we do our best to heighten the happiness and lower the anxiety of buying a car. We want you to feel sure of your decision to buy a Volvo from us because we want you, and your kids, and their kids, to keep coming back for more. If we had a catchy slogan, it might be “Relationship over Salesmanship.” But we don’t have slogans. We have good people, great cars, and a way of doing business that’s kept us going strong since 1924. Welcome to Mooers Volvo. 7211 W. Broad St. Richmond (804) 755-6666 and 11960 Midlothian Tpke. Midlothian (804) 594-3500 www.MooersVolvo.com

About Arena Racing USA

In Arena Racing, drivers race real, one-half-scale stock cars-capable of speeds up to 100 mph outdoors-on a custom-designed, high-banked indoor track. Arena Racing drivers range from up-and-coming professionals to weekend speed-junkies looking to live a dream. Our season runs from Mid-October to mid-March, giving you 15 events throughout the season. Call us a (757) 216-4426 or visit www.ArenaRacingUSA.com for more information.

About Friedrichs Asset Management:

Friedrichs Asset Management is a financial planning and investment management firm serving successful individuals and small businesses. Our goal is to protect and grow your real net worth. For more information, contact Justin B. Friedrichs, CFP[®], at (804) 272-6070 or visit www.FriedrichsAssetManagement.com

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