

UNSUBUNG HEROES

Rewarding The Everyday American Hero

(NAPSA)—Heroes often go unnoticed for their selfless acts of kindness and bravery—but a new program aims to give them the recognition they deserve.

Military, police, fire and emergency medical services (EMS) personnel who deliver exemplary, unique and heroic service to improve the quality of life in cities and towns across America will be rewarded through the “Jeep Heroes Nomination Program.”

Nominations are sought through Oct. 17, 2005 at www.Jeep.com/Nominate. Each month new heroes will be recognized on the site and have a chance to win one of four new Jeep Grand Cherokees.

Over the course of the year, 12 heroes will be chosen in total, three in each category: military, police, fire and EMS.

The four Grand Prize Winners, one from each of the heroes categories, will be selected on November 10, prior to Veteran’s Day 2005, and each will be rewarded with an all-new Jeep Grand Cherokee.

“There is a natural affinity between those who serve others and the brand. Both have a long record of accomplishment in times of need,” said Jeff Bell, vice president, Chrysler and Jeep. “We hope that



Heroic service will be rewarded through a new program.

the ‘program’ will bring to light a few of the many stories that typify the daily sacrifice and heroism of our military, police, fire and EMS personnel.”

Nominators must be 18 years or older and licensed drivers. Nominees must be legal residents of the fifty United States and the District of Columbia, age 18 years or older, and must be current employees or volunteers of the police, fire or emergency medical service departments or active members of the U.S. military.

Nominators must submit a 200 word or fewer essay on why a nominee deserves to be honored. Those who nominate one of the four Grand Prize Winners will receive \$500 toward new merchandise.

Entry forms and complete rules are available at www.Jeep.com/Nominate.