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**MERCEDES-BENZ SALUTES ATLANTANS
WITH A HEART OF GOLD ON VALENTINE'S DAY**
Invites Community to Join

ATLANTA – Mercedes-Benz USA (MBUSA) today released the latest in a series of vignettes called “Greatness Lives Here” (GLH) in which the company recognizes local Atlantans who have a heart of gold and are going above and beyond in their efforts to help the community. The new vignette, showcased on the company’s [GLH Facebook page](#), is the 11th in the series and celebrates the work of Zack Leitz. Zack is a University of Georgia student who organizes delivery of backpacks full of basic essentials to homeless people in the Atlanta community.

“These are the stories of people who inspire us here in Atlanta,” said Dietmar Exler, president and CEO of MBUSA which moved its headquarters to Atlanta from New Jersey in 2015. “There are lots of companies and organizations that are well-known for the great work they do here in Atlanta and across the country, but there are others whose extraordinary contributions and passion are often below the radar. As a marketing company, we’re using our skills to shine the light on their accomplishments. We hope that opening our Greatness Lives Here Facebook page to the community will enable us to hear even more of these stories.”

GLH vignettes showcase local heroes ranging from the man who transformed an impoverished neighborhood with a community garden to the couple who uses bike repair to teach children the nuts and bolts of good character. From the former MLB player whose baseball tutelage

of Westside youth emphasizes academics, commerce and civic responsibility to the first double-amputee to complete the Ironman, each vignette illustrates a trait of the city of Atlanta that supports the credo “Greatness Lives Here.”

In the months ahead, GLH videos will feature such inspirational people as a musician who brings music to inner city children and teaches them life skills in the process; a philanthropist who was a pioneer in using leftover food from supermarkets, restaurants and hotels to feed the needy; a foster family who has had an indelible effect on dozens of children; and a well-known country music star who is going all out to empower children.

MBUSA is encouraging the people of Atlanta to continue the dialogue about the incredible work that deserves recognition by posting on their [GLH FB page](#) or by sending a story to GreatnessLivesHere@MBUSA.com.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), the sales and marketing arm for Mercedes-Benz in the United States, headquartered in Atlanta, Georgia, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products. For the 60 years Mercedes-Benz has operated in this country, the company has been an integral part of the communities in which it does business and the neighborhoods where its employees live and work. A common thread through its activities over the decades has been a commitment to nurturing leadership. To that end, MBUSA places particular emphasis on initiatives designed to educate and empower the next generation, helping them to develop the tools they need to reach their full potential and become the leaders and success stories of tomorrow.

On a national level, MBUSA provides multi-million dollar support programs through partnerships with Laureus Sport for Good (sports-based programming designed to provide healthy afterschool activities and keep youth in the educational environment) and the Johnny Mac Foundation (providing scholarships to children of fallen soldiers).

In Atlanta, MBUSA is involved with over 50 organizations in its effort to empower and enable the next generation and address local needs in its community. In addition, MBUSA is deeply committed to Atlanta’s Westside, a fast-developing area surrounding the Mercedes-Benz Stadium that includes under-resourced neighborhoods. Here, MBUSA partners with multiple organizations to help create a sustainable future for the youth of the Westside.

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