



## **PRESS RELEASE**

*For Immediate Release*

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### **Lightning Star Marty St. Louis Raises More Than \$10,000 for Coalition to Salute America's Heroes**

*Contributions from Tampa Bay Area GMC dealers support severely wounded veterans*

TAMPA, FL (May 15, 2013) – The Greater Tampa Bay Area GMC Dealers couldn't have picked a better player than Marty St. Louis to headline their season-long fundraising effort benefiting America's wounded veterans. The six-time NHL All-Star for the Tampa Bay Lightning finished the 2012-13 regular season leading the league in both scoring (60 points) and assists (43).

The GMC Dealers pledged to donate \$300 for every goal scored by St. Louis, plus \$150 per assist, to the [Coalition to Salute America's Heroes](#) (Coalition), a leading not-for-profit organization dedicated to rebuilding the lives of severely [wounded veterans](#) of the combat operations in the Afghanistan and Iraqi theaters.

The final tally: \$11,550!

“We can't thank the Tampa Bay Area GMC Dealers enough for their generosity, and for tying their campaign to such a prolific scorer,” said David Walker, President & CEO of the Coalition to Salute America's Heroes. “We're equally grateful for Marty's support both on and off the ice, and we appreciate the Lightning spreading the word to their fans about the important work being done by our organization.”

During the strike-shortened season, St. Louis skated in his 900<sup>th</sup> game in a Lightning uniform and became the team's all-time career leader in points.

“I would like to thank the Tampa Bay Area GMC Dealers for giving me the chance to help those who protect our freedoms,” said St. Louis. “The Coalition to Salute America's Heroes' work in providing critical support to thousands of selfless soldiers who have been severely wounded in Iraq and Afghanistan is extremely important.”

Since its establishment in 2004, the Coalition to Salute America's Heroes has provided an invaluable lifeline to thousands of America's wounded veterans. The Leesburg, VA-based organization is distinguished from other veteran-focused groups by its direct financial assistance to America's wounded heroes. Its Emergency Financial Aid program has stopped foreclosure proceedings on veterans' homes and kept their vehicles from being repossessed. The organization regularly provides gift checks to cover meals, medical and utility bills, clothing, car repairs and even baby diapers. Its signature annual

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event, the Road to Recovery Conference & Tribute, is scheduled for December 9-12, 2013, in Orlando.

“On behalf of all our GMC dealers throughout the area, we’re thrilled that Marty had such an incredible season and exceeded everyone’s expectations for the campaign,” said Roger Rivard, president of the Greater Tampa Bay Area GMC Dealers. “We picked the best player to cheer on and the best organization to support. We hope Lightning fans will join us in contributing to the Coalition to Salute America’s Heroes, which is providing such great support to wounded warriors in the Tampa Bay area and around the country.”

For more information on the Coalition, and to learn how you can support its mission, visit [www.saluteheroes.org](http://www.saluteheroes.org).

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