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Press Release

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For Immediate Release

(Grand Rapids, MI) Grand Rapids charity, receives a \$25,000 donation from The Cheesecake Factory based in Calabasas Hills, CA.

In lieu of gifts to his managers, The Cheesecake Factory CEO and Chairman of the Board, Mr. David Overton wanted to benefit one U.S. charity this holiday season. Mr. Overton had seen a television show about a retired engineer who was refurbishing wheelchairs and donating them to individuals in need. A web search for more information on this individual kept bringing Jennifer Bispo, Cheesecake Factory Vice President of Staff Relations, to the Alternatives in Motion website, where she was impressed by the detailed recipient stories and the effort to get people mobile. Jennifer contacted us by email and three weeks later the decision was made by Mr. Overton to donate \$25,000 to Alternatives in Motion. The gift represents over 2,000 managers in The Cheesecake Factory system nation-wide.

At a time where many companies are cutting back on charitable giving, this gift is monumental. "This generous gift signifies that the staff and Board of Directors at Alternatives in Motion are making sound business decisions and doing the right things to move people forward," said George Ranville, Executive Director of Alternatives in Motion. "We are honored to have a California based company with employees and restaurants around the country support our organization and believe in our mission. This gift will give us much needed financial support to help get people mobile," Ranville said.

Alternatives in Motion is a registered nonprofit 501 (C)(3) organization whose mission is to provide wheelchairs to individuals who do not qualify for other assistance, and who could not obtain such equipment without financial aid. Relying heavily on an inventory of used equipment and replacement wheelchair parts, Alternatives in Motion actively collects donations of new and gently used manual and power wheelchairs in excellent condition. Staff and volunteers work on each wheelchair to ensure a safe, sanitary, and reliable mobility product. Founded in 1995 by Johnnie Tuitel and George Ranville, the organization has assisted over 850 individuals in 130 Michigan communities and 17 other states.

For detailed recipient stories and information on donating used mobility equipment, please visit: www.alternativesinmotion.org or call our office at (616) 493-2620.

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