



ABOUT PROJECT SPARK

Project Spark is a new national initiative created by Midas and aimed at helping more than 1,000 families, veterans and first responders get back on the road. Our vision is to help these individuals who are making every effort to make a better life, but for whom transportation is a barrier to getting a job, keeping a job, or providing more for their family or community.

FACT SHEET

— HOW IT WORKS

Working with our friends at 1-800-Charity Cars and their network of charities, Project Spark identifies people who have hit a transportation roadblock in life and need assistance getting back on the road. 1-800-Charity Cars identifies potential candidates and a vehicle that matches their needs. Midas then does what it does best — fixes the cars.

— VEHICLE REPAIRS

Locally owned and operated Midas stores perform repairs equivalent to a factory certification on all vehicles donated to Project Spark. From brakes to tires, inspections to oil changes, Midas works to ensure each candidate is provided with a reliable vehicle.

— APPLYING TO PROJECT SPARK

Anyone can apply to receive a car by going to Midas.com/ProjectSpark and clicking on the “Nominate a Family” button.

— DONATE A CAR

Consumers can donate a vehicle to Project Spark through 1-800-Charity Cars by visiting Midas.com/ProjectSpark and clicking on “Donate a Car.”

— INTERVIEWS/MEDIA REQUESTS

Media requests for additional information or interviews can be made to leslie@lesliegriles.com or by calling 804-218-4639. We kindly ask that you do not contact recipients directly. We are happy to arrange that for you.

