

CASE STUDY

VOLVO EMBRACES ONE LITTLE GIRL'S DREAM: A CURE FOR CHILDHOOD CANCER

Alexandra Scott was diagnosed with a rare form of cancer when she was only a year old. She knew other kids had cancer, too. So, at age four, Alex started a lemonade stand to raise money for children's cancer research. By the time she raised \$45,000, she had captured the attention of Volvo Cars of North America — and forever changed the way it approaches community service.



A HERO FALLS SHORT OF THE GOAL

In 2003, Volvo named Alex an outstanding hometown hero in its annual Volvo for life Awards. Soon after, at age eight, Alex set a goal of raising \$1 million by the end of 2004. Sadly, Alex passed away, but not before Volvo learned she was \$300,000 short of her goal.

GRASSROOTS AT ITS BEST

Volvo promised to help Alex's family reach her goal, partnering with Haberman and others to create Volvo Drive for life Days, a grassroots campaign that galvanized more than 300 Volvo retailers to sell lemonade in one weekend to cover the difference.

Haberman secured a total of 850 local television, radio and print stories in local markets nationwide, inspiring participation. The storytellers also reached out to local charities and chambers of commerce to generate buzz.

MISSION ACCOMPLISHED

Volvo sold thousands of cups of lemonade, surpassing Alex's goal. CBS Early Show, CNN, MSNBC, Fox News and more than 60 broadcast outlets nationwide reported the achievement, making Drive for life Days the largest-ever community relations event in Volvo's near 50-year U.S. history.

"The program connected the dots at a local level and invigorated retailers to really get involved in their local communities," recalled Roger Ormisher, former vice president of public affairs, Volvo Cars of North America. "Haberman played a central role in the best integrated marketing and PR campaign that Volvo Cars of North America has ever done."

Today, Volvo's support for Alex's cause has taken a new form:

www.lemonadestandforlife.com, a Web site developed by Haberman that sells virtual cups of lemonade and utilizes viral networking to fight pediatric cancer.

www.alexlemonade.org

Local and national media relations, grassroots community building, Web site development



Childhood hero Alex Scott sold lemonade at her original stand in Wynnewood, Pa. until passing away shy of her \$1 million goal.



Volvo's Drive for life Days earned PR Week's "Cause-Related Campaign of the Year" Award.

9 *Battling childhood cancer,
one cup at a time.*