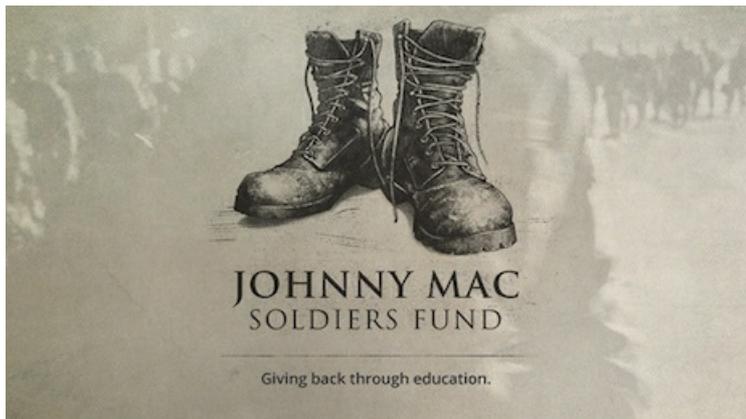


AUTOMOTIVE

Mercedes-Benz supports young people with social responsibility program

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The Johnny Mac Soldiers Fund, home of the organizations Mercedes-Benz is partnering with, provides scholarships to military children of those who have served and have died or are disabled. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is touting a new corporate social responsibility (CSR) program called Driving Your Future.

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Driving Your Future will support educational programs with a focus on technology and sustainability, career readiness and child and teen injury prevention. The program is designed to foster and support the next generation.

"We are thrilled to launch Driving Your Future to help educate and empower the next generation of leaders and innovators to enable communities to grow and thrive," said Dimitris Psillakis, president and CEO of **Mercedes-Benz USA**, in a statement. "We look forward to working with our incredible partners to bring this vision to life."

Supporting young people

The new program features partnerships with nonprofit organizations including Safe Kids Worldwide, Junior Achievement USA and Johnny Mac Soldiers Fund.

Junior Achievement USA has worked with more than 3 million students in 105 markets across the country, Safe Kids Worldwide has facilitated more than 400 coalitions across the country to help ensure families are better able to prevent traffic injuries, pedestrian accidents and more and Johnny Mac Soldiers Fund has awarded more than \$20 million in scholarships to veterans and military family members.

Driving Your Future will partner with Safe Kids worldwide to support education around safety and injury prevention; with Junior Achievement USA to assist in fostering financial literacy, work readiness and entrepreneurship; and with Johnny Mac Soldiers Fund to provide scholarships to military children of those who have served and have died or are disabled.



Safe Kids Worldwide is dedicated to protecting kids from unintentional injuries. Image credit: Mercedes-Benz

Mercedes-Benz has a history of supporting the next generation.

Last year, Mercedes-Benz reminded consumers that overcoming adversity is at the heart of any sport in a new campaign.

With an emotional minute-long vignette, Mercedes-Benz highlighted its partnership with Laureus, an organization that uses sports to help children build skills and confidence. The campaign illustrated that while children across the world have a multitude of opponents and obstacles to face outside of sports, this collaborative program continues to help children in building confidence and skills to succeed in their lives.

While being cognizant of its social responsibility objectives, Mercedes' parent company Daimler cofounded the "Laureus Sport for Good" program in 2000. Currently, the initiative has sponsored 200 active projects and spanned 40 countries, assisting millions of children in harnessing power and skills through sports ([see story](#)).

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