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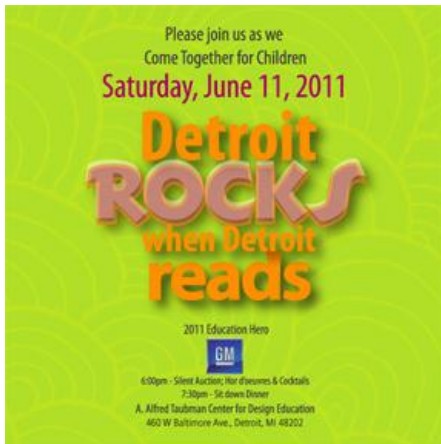
CHRIS PERRY TO ACCEPT BEYOND BASICS 2011 EDUCATION HERO AWARD ON BEHALF OF GENERAL MOTORS

Chris Perry, Vice President of U.S. Marketing for General Motors, will accept the Beyond Basics 2011 Education Hero award on behalf of the automaker. The honor will be presented at Beyond Basics annual fundraising dinner on Saturday, June 11.

General Motors is being honored for their strong commitment to education in Detroit, which was highlighted by a large gift to Detroit Public Schools, announced earlier this year.

Perry, who was named to his role in January, is responsible for improving the positioning of the Chevrolet, Buick, GMC and Cadillac brands and consumer consideration of GM vehicles in the United States. He was formerly U.S. Vice President, Chevrolet Marketing, since September 2010.

Prior to joining GM, Perry was Vice President, Marketing, Hyundai Motor America. Perry also spent nearly 10 years at American Isuzu Motors, where he held a variety of marketing and advertising positions.



Beyond Basics 7th annual event, Coming Together for Children, will be held at the A. Alfred Taubman Center for Design Education in Detroit. This year's theme is Detroit Rocks When Detroit Reads.

Beyond Basics is a school-centered program that brings targeted reading, writing and other literacy and self-expression programs to students in grades preK through 12. **Our tutors get children reading at grade level or above in six weeks.** The work done by Beyond Basics staff and volunteers has been proven to help school children in economically disadvantaged neighborhoods change their destinies by significantly raising reading proficiency scores and providing developmental and emotional growth opportunities.

For more information about Beyond Basics or Coming Together for Children, please visit our [web site](http://www.beyondbasics.org) or contact Executive Director Pamela Good, at 248-918-3543.