

FOR IMMEDIATE RELEASE

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TRENDWAY HOSTS 14TH ANNUAL CRUISE IN BENEFIT

Holland, Mich. . . . Save the date! For the 14th consecutive year, Trendway hosts the popular Cruise-In Benefit on Friday September 11, from 5 until 9 p.m. at the Trendway facility, 13467 Quincy Street in Holland.

The Cruise-In is a major event for car enthusiasts, with a gathering of street rods, customs, motorcycles, trucks, new and restored vehicles of all kinds. Admission to view the vehicles is free, and parking is provided. Visitors can also enjoy food, entertainment, raffles, activities for the kids, a DJ, and more. Anyone with a vehicle to show is welcome to participate, with a \$5 donation at the gate. If you can drive it, bring it! Dash Plaques are given to the first 50 cars in attendance.

Once again the event is being held to benefit a family struggling under the burden of significant costs due to a medical crisis. This year's beneficiary, the Brann family, is faced with especially compelling challenges. In 2013 their oldest child, 5-year-old Taylor, received a devastating diagnosis – hereditary Focal Segmental Glomerulosclerosis (FSGS), a disease in which scar tissue develops on the parts of the kidneys that filter waste out of the blood. It leads to kidney failure, with the treatment options of dialysis or kidney transplant.

Sadly, just 5 months later, Taylor passed away while awaiting a kidney transplant. On the same day, father AJ learned he had been downsized out of his job, with a fourth child – Baxter – on the way less than a month later.

Two months after Baxter arrived, the parents received another shock. Three-year-old Sebastian received the same diagnosis of FSGS. And there was more devastating news to come last December, when 18-month-old Baxter was also diagnosed with the disease, and is now also on dialysis. Only one Brann child, Edison, remains free of the disease. AJ's Facebook page, "The Brann Family's Journey", chronicles their ongoing struggle. The family gets by with the help and support of family and friends. Medical bills continue to mount along with all the other costs associated with a serious illness.

The Cruise In draws more than 500 vehicles of every kind each year, from priceless classic cars to yellow submarines. For Mustang enthusiasts, this year features a special exhibit of models ranging from 1965 through 2105. Raffles are a popular part of the event, with dozens of items offered including airline tickets and a 55” TV. Folks who love cars – or just family fun – should mark their calendars.

Last year’s event raised over \$35,000. To date nearly \$290,000 has been raised to assist families in the greater West Michigan area. Staged by Trendway employees and other volunteers, the benefit is co-sponsored by Thrivent Financial, along with extensive support from individual and corporate sponsors who provide funds as well as goods, services, gift certificates, etc. for the raffle.

100% of the proceeds will go directly to benefit the Branns. Contact Sandy Brunmeier at 994-5391 or sbrunmeier@trendway.com if you have questions or wish to contribute or volunteer.

About Trendway

Trendway Corporation, an employee owned company in Holland, Michigan, helps customers create beautiful and effective work environments with a wide range of furniture and architectural products. A company with more than 45 years of exceptional performance, Trendway provides customers peace of mind through outstanding service, quality products, guaranteed delivery, and fast/flexible custom solutions. The company offers many products including panel systems, filing, storage, casegoods, seating, and architectural solutions with moveable walls, glass storefront and raised floor. Trendway has served government customers as a GSA Contractor for more than 20 years. A Zero Waste to Landfill facility, its products are tested for conformance to SCS Indoor Advantage™ or Indoor Advantage™ Gold requirements. Many Trendway product lines have been level 1 certified by the NSF International. For more information on Trendway, please call (616) 399-3900 or visit www.trendway.com.

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