

# MITA Member Giving Back

## Ajax Paving Industries, Inc. The 2010 Woodward Dream Cruise

This year marks a monumental time for Ajax Paving Industries, Inc., which celebrated its 60th year in business, and became a proud participant in the very well known event, The Woodward Dream Cruise. The Dream Cruise is one of the world's largest classic car celebrations. Taking place annually on the third Saturday in August, it spans over 18 miles of Woodward Avenue in Detroit. A huge attraction to many car enthusiasts, this event pulls in over a million visitors each year. Its main goal is to raise money for charitable organizations.

The 2010 cruise took place Saturday, August 21. This was Ajax Paving's first time participating in the event. They proudly displayed their company Show Car, affectionately dubbed the "Money Maker" for its huge past successes. A retired racecar with a victorious history, it enjoyed many Top 10 finishes back in its day. The number "51" that is prominently displayed on the sides of the car, with a small scripted "19" beside it, stands for the year the company was created. "The Future is Riding on Ajax," runs along the bottom of the car to drive home the company's dedication to safety, quality roads, runways and test tracks. All visitors that made a pit stop at Ajax's tent were served refreshments, and children were given the chance to sit in the car, honk the horn and take photos. Holding true to their imprinted motto, Ajax Paving turned the experience into an opportunity to raise money for their local community through an effort called the Show Care Project.

Ajax Paving's Show Care Project recognized the hardships that many charitable organizations face in these tough economical times. The project consisted of the Show Car being used as



money-raising tool, a sort of moving billboard. Organizations, such as MITA, that donated money to the project, will have their logos prominently displayed for one year on the side of this car, which periodically visits different events throughout the year. 100 percent of the proceeds raised went to their decided recipient – a local Detroit organization called the Southwest Solutions Children Center. This community-building organization helps to improve the health and well being of individuals and families in southwest Detroit area.

The Show Care Project was incredibly successful and Ajax Paving's website reported a huge tent turnout: "Thanks to our many customers who came out over the weekend to say hello and shared some stories."

Rob Coppersmith, MITA's vice president of membership services, was one of the attendees.

"I thought it was an awesome and well thought out event," he said. "I am looking forward to attending it again next year."

