

## Heroes work among us every day



They respond to more than 500,000 emergency calls a day across the country. They're our first line of defense. And yet, many emergency crews face financial restraints and ongoing maintenance challenges.

Together, we can find *a better way forward*<sup>®</sup>.

Michelin's Driving America's Safety program equips winning first responders with safe, reliable tires.

Please help identify a local department or individual who's making a difference. They may just win new Michelin<sup>®</sup> tires for their first responder vehicle. Winners will be announced in early 2008.

When sending your nomination via email to [michelinman@cohnwolfe.com](mailto:michelinman@cohnwolfe.com), please include the following:

- Your name, address, phone number, and email address
- Your nominee's name, address, phone number, and email address
- Type of first responder vehicle in need of new tires (not required, but helpful)
- Why is this person important to the community? (Hint: recent examples of heroism, overall achievement, ongoing commitment to bettering the community, his/her character, etc.)
- Why is the community in need of new tires for their first responder vehicle?

### [Nominate Your Hero](#)

You can use the form at

<http://www.michelinman.com/m/pdf/first-responders/NomineeFormV4.pdf>

and mail your nomination complete with the above information to:

Michelin's Driving America's Safety Program  
c/o Cohn & Wolfe  
292 Madison Avenue, 8th floor  
New York, NY 10017

[View 2006 First Responders Winners](#) at

<http://www.michelinman.com/m/pdf/first-responders/2006Winners.pdf>

[Official Rules](#) are at

<http://www.michelinman.com/popups/rules.html>

### **About Driving America's Safety**

Through Driving America's Safety, Michelin is committed to educating and supporting road safety in several ways, including:

- **Your Safety on the Road** - Michelin provides tools and information designed to increase your safety on the road, including tire maintenance tips and tire rotation reminders.
- **First Responders' Emergency Vehicles** - You have the opportunity to nominate a local first responder for a new set of Michelin tires and play a role in helping keep emergency vehicles safe.
- **Protecting Future Generations** - The road of tomorrow is being created today. From tires that help make cars more fuel-efficient and safer, to earth friendly production and recycling methods. For more information, visit [michelinman.com/forward](http://michelinman.com/forward).