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A Colorado cheerleader teams up with Valley Hyundai to raise money for Hurricane Katrina victims.

By Micholyn Fajen

Renee Pitcher and her daughter Chandra didn't expect to feel the impact of Hurricane Katrina in landlocked Colorado. But the gale-force winds that left devastation and destruction along the Gulf Coast blew the winds of change into their hometown of Longmont. "We felt compelled to respond in some way," Renee says. "We knew we didn't have the money to make a big impact, so we joined forces."



The self-described "Cheer Mom" worked with her daughter's cheerleading squad from Silver Creek High School to organize a car wash as a fund raiser for hurricane victims—even persuading the squad of rival Longmont High School to join the efforts.

Because Renee knew she needed a highly visible location, she turned to her local Valley Hyundai dealership, where she had purchased her Elantra GT. And Valley Hyundai, conveniently located on Longmont's Main Street, didn't disappoint.

"Renee is a stout supporter of Hyundai, and everyone within the dealership knows her. She's the kind of person every community needs," says David Morris, Valley Hyundai dealership owner, who was willing to donate the space and the water for the car wash. "We were so proud to be a part of that event."

On a sunny September morning, Morris moved 20 new Hyundai vehicles out of the way in order to accommodate the long line of dirty vehicles stretched around his dealership.

"Cars kept coming," says Renee. "Some dropped off bags of food and supplies. Others paid extra for the car wash and some just donated money without needing a car wash."

Team spirit was high, and so were the proceeds: more than \$800 and boxes of supplies for Hurricane Katrina victims!

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