



Press Release

**FOR IMMEDIATE RELEASE:**

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## **The Kennedy Center and Daimler Financial Services Announce Innovative Arts Education Program**

WASHINGTON, D.C.—The John F. Kennedy Center for the Performing Arts, in cooperation with Daimler Financial Services, is seeking applications from schools across the country for On Location: Spotlight On Your Community. The program is designed to allow students the opportunity to tell the story of the arts in their community, which will be shared worldwide on the Internet. Each of the ten schools selected will receive a media equipment package, and both students and teachers will be trained in storytelling, filmmaking, editing, and producing video stories.

A Thomas Built Bus, part of the Daimler family of transportation, will be outfitted as a media studio on wheels that will visit each school for two weeks and will be “on location” sometime between January and June 2009. During the program, a drama artist and media artist will be on location to work with the class in storytelling techniques and media skills. The teachers and students will work together to create a short video about an artist or arts group in the community. The finished video will be uploaded to the [onlocationproject.org](http://onlocationproject.org) web site maintained by the Kennedy Center to share across the world. The ten schools from around the country will be chosen through a competitive application process.

“The Kennedy Center is pleased to partner with Daimler Financial on this exciting new initiative for schools across the country,” said Darrell Ayers, Vice President for Education. “The program will offer students a chance to learn new skills in storytelling and media

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development, and will encourage students to recognize and better understand the arts in their own backyards.”

“As a company with a long history of innovation and cutting-edge technology, we are delighted to partner with the Kennedy Center to bring this educational program to students, teachers and communities that otherwise may not get this opportunity,” said Richard Howard, Vice President of Daimler Truck Financial, a business unit of Daimler Financial Services.

Schools selected to participate in the program will receive:

- A two-week visit by the “On Location” Bus
- Installed Media Lab consisting of a computer, digital editing software, camera(s), sound recording equipment, and accessories valued at approximately \$5,000
- \$1,000 for the school to support the project
- Curriculum materials and support to develop media projects about the arts in the community
- Training for teacher(s) and students on how to use the media equipment and development of storytelling skills by professional teaching artists in drama and media
- Ongoing relationship with the Kennedy Center’s Education Department and the opportunity to work on additional projects with the Kennedy Center through its online program, ArtsEdge ([www.artsedge.kennedy-center.org](http://www.artsedge.kennedy-center.org))

The application deadline is November 5, 2008. All applicants will be notified no later than December 2, 2008 about selection. The applications will be reviewed for strength of commitment to the project, proposed video content, and ability to provide logistical support for the program. To download the application, or for more information, **please visit [www.onlocationproject.org](http://www.onlocationproject.org)**

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### **About The Kennedy Center Education Department**

For more than 35 years, the Kennedy Center Education Department has provided quality arts experiences through performances, residencies, workshops, conferences, career development programs, symposia, and on-line and print resources. In the past year, the Center’s education programs have directly impacted more than 11 million people across the nation. The mission of the Education Department is to foster understanding of and participation in the performing arts through exemplary programs and performances for diverse populations of all ages that represent the unique cultural life and heritage of the United States. For more information, visit the Center’s web site at [www.kennedy-center.org/education](http://www.kennedy-center.org/education).

### **About Daimler Financial Services Americas (DCFS USA LLC)**

Daimler Financial Services Americas (DCFS USA LLC), headquartered in Farmington Hills, Mich., provides brand-specific financing for Mercedes-Benz automotive dealers' inventories and their retail customers, and conducts business in the United States luxury car market as Mercedes-Benz Financial. In the U.S. trucking industry, Daimler Financial Services Americas conducts business as Daimler Truck Financial and finances Daimler commercial vehicles branded Freightliner, Sterling and Western Star for dealers and their customers in the fleet, vocational, municipal and owner/operator segments. Daimler Financial Services Americas serves as the headquarters for operations in the United States, Canada, Mexico, Argentina and Brazil, and has approximately 1,600 employees. Daimler Financial Services Americas is a company of the Daimler Financial Services Group, headquartered in Berlin, Germany, which operates in 40 countries with an employee base of close to 6,800. Daimler Financial Services is one of the leading financial services organizations worldwide. For more information visit [www.daimlerfinancialservices.com/na](http://www.daimlerfinancialservices.com/na)

### **About Thomas Built Buses**

Thomas Built Buses ([www.thomasbus.com](http://www.thomasbus.com)) is the leading manufacturer of school buses in North America, with more than one-third of the market. Since the first Thomas Built bus rolled off the assembly line in 1936, the company has focused on delivering the smartest and most innovative buses in North America. Thomas Built Buses, Inc. is a subsidiary of Daimler Trucks North America LLC, the largest heavy-duty truck manufacturer on the continent and a leading manufacturer of class 3-8 vehicles. Daimler Trucks North America produces and markets commercial vehicles under the Freightliner, Sterling, Western Star and Thomas Built Buses nameplates. Daimler Trucks North America is a Daimler company.