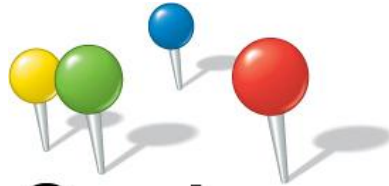




Press Release

FOR IMMEDIATE RELEASE:

December 17, 2009



On Location

spotlight on your community

The Kennedy Center and Daimler Financial Services Announce the Schools Chosen For Innovative Arts Education Program

**Interactive Media Bus to Visit Schools in Muskogee, Oklahoma
Austin, Texas; Decatur, Alabama; Hometown, West Virginia;
Bureau, Illinois; Denver, Colorado; Portland, Oregon;
Sacramento, California; Huntington Park, California**

January 4-June 1, 2010

WASHINGTON, D.C.—The John F. Kennedy Center for the Performing Arts, in conjunction with Daimler Financial Services, selected nine schools across the country for *On Location: Spotlight On Your Community*. Now in its second year, the program is designed to allow students the opportunity to produce a documentary telling the story of an arts organization or artist in their community, which will be shared worldwide on the Internet. Participating schools receive a media equipment package, and both students and teachers will be trained in storytelling, filmmaking, editing, and producing video stories.

A customized Thomas Built Bus, a leading provider of school buses, manufactured by Daimler Trucks North America in High Point, N.C., was converted to a media studio on wheels, and will visit each school for three weeks. Two media teaching artists will work with the classes in

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storytelling techniques and media skills. The completed videos will be uploaded to the onlocationproject.org Web site maintained by the Kennedy Center and shared around the world.

“We are pleased to continue this program, after a successful inaugural year,” said Darrell Ayers, Vice President for Education. “We hope this program will help students to appreciate the art happening in their own backyards, and bring the arts from their community to the nation.”

In early November, the *On Location* program visited the Benjamin Foulois School in Suitland, Maryland. The newly formed arts integrated magnet school served as a pilot program for an expanded, thirteen-day curriculum.

Last year, the program worked with schools in Washington, D.C., Florida, South Carolina, Pennsylvania, Michigan, Tennessee, Alabama, Missouri, and Texas.

Video projects from those schools can be found at www.onlocationproject.org

Schools Selected for the 2009-2010 School Year:

- Sadler Arts Academy, Muskogee Oklahoma (January 4-21, 2010)
- Hill Country Middle School, Austin, Texas (January 25-February 10, 2010)
- Cedar Ridge Middle School, Decatur, Alabama (February 15-March 4, 2010)
- Hometown Elementary School, Hometown, West Virginia (March 8-24, 2010)
- Leepertown Grade School, Bureau, Illinois (March 29-April 14, 2010)
- Kunsmiller Creative Arts Academy, Denver, Colorado (April 19-May 5, 2010)
- Open Meadow Middle School, Portland, Oregon (April 19-May 5, 2010)
- Martin Luther King Jr. Technology Academy, Sacramento, California (May 10-25, 2010)
- Henry T. Gage Middle School, Huntington Park, California (June 1-17, 2010)

Each school will receive:

- A three-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
- An 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)

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About Education at The Kennedy Center

For more than 35 years, the Kennedy Center has provided quality arts educational 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 16 million people across the nation. The educational mission of the Kennedy Center is to foster understanding of and participation in the 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 and www.vsaarts.org.

About Daimler Financial Services (DCFS USA LLC)

Daimler Financial Services (DCFS USA LLC), headquartered in Farmington Hills, Mich. with Business Center operations in Fort Worth, Texas, 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, Western Star and Thomas Built Buses 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.daimler-financialservices.com/na

About Thomas Built Buses

Thomas Built Buses (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.

For more information on this project, **please visit www.onlocationproject.org**
For more information about the Kennedy Center please visit **www.kennedy-center.org**

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