

# ED MORSE DELRAY TOYOTA JOINS THE MDA IN ITS FIGHT AGAINST LOU GEHRIG'S DISEASE.

**ED MORSE DELRAY TOYOTA**  
has received the Toyota President's Award  
for the 14th year. The award is given for excellence  
in all aspects of dealership operations.

Each May, Ed Morse Delray Toyota in Delray Beach, Fla., swings into action to help the Muscular Dystrophy Association in its ongoing charge against neuromuscular diseases like amyotrophic lateral sclerosis (ALS), a progressive neuromuscular disorder known as Lou Gehrig's disease. Since its 1994 beginning, the annual Ed Morse Classic Golf Tournament has raised more than \$850,000 for MDA.

"May is ALS Awareness Month, so the tournament comes along at an important time," notes Jessica Roof, Regional Field Representative of the South Florida MDA Chapter. "We are proud to partner with a group like Ed Morse Delray Toyota. They're truly making a difference in the fight against the 43 different neuromuscular diseases that MDA covers."

Funds from the event help provide wheelchairs, leg braces and communication devices to area residents with neuromuscular diseases as well as send children to a special MDA summer camp. The aggressive research program at the University of Miami also benefits from tournament proceeds.

"This is our opportunity to help improve the lives of others," says dealership President Ted Morse, whose father started the fund-raiser. "With this partnership with MDA, we really can make a difference."



Cashio Photography

*Executive VP/COO Dick Beaver (left) and President/CEO Ted Morse of Ed Morse Automotive Group/Ed Morse Delray Toyota prepare to take to the links in support of the Muscular Dystrophy Association.*



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