

# **Mahindra**

**MAHINDRA AUTOMOTIVE  
NORTH AMERICA**

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## **New MANA Initiative Supports Young Oakland County Artists**

- **New Mahindra Arts Commission awards \$4,500 in prizes to Oakland County students and art programs**
- **34 original paintings submitted by 8 Oakland County High Schools**
- **Bi-annual art contest aims to be state-wide**

**AUBURN HILLS, Mich., March 28, 2018**— Five Oakland County public high school art departments received \$2,500 in prizes from the inaugural Mahindra Education Development Commission for the Arts contest. The art departments were selected from eight participating high schools who submitted 34 paintings. Paintings of the 20 winners will hang in the north hall of MANA’s headquarters at 275 Rex Blvd., Auburn Hills for the next 6 months.

Early this year, Mahindra Automotive North America (MANA) announced a new contest to support the arts in Oakland County Schools. Conceived by resident Mahindra artist and Advanced Concepts Manager Paul Lowis, in collaboration with Oakland County Schools Fine Arts Consultant Hedy Blatt, the bi-annual Mahindra Education Development Commission for the Arts (MEDCA) contest commissions high school students to create original paintings that meet pre-established criteria. The theme for the inaugural MEDCA contest was “shapes” while the style was “minimalism”.

Students from Oakland County high schools were given one month to create original paintings, after which the students’ art teachers identified various pieces to be submitted to the 4-person MEDCA judging panel (headed by Lowis). Eight high schools participated. Of the 34 paintings submitted, 20 winners were selected. All student winners additionally had their names listed on a permanent MANA marquee, and received both a \$100 Amazon gift card and a “Certificate of Outstanding Creativity”.

At a ceremony held on Friday, March 23, of the 20 winners that were named by the MEDCA judging panel, the top five were identified. The art departments of each of the top five winning artists were then awarded a \$500 gift certificate from Michael's Art Supplies. The five winning artists and their schools were: Annabel Philp of Stoney Creek High School, Vivienne Waldis of Lake Orion High School, Kevin Rodriguez of International Technology Academy School in Pontiac, Audrey Randazzo of Rochester Adams High School, and Rana Goro Madison High School.

About the newly formed MEDCA initiative, MANA President & CEO Rick Haas said, "This program is just another example of Mahindra RISE in action. Creative expression is essential for keeping any society vibrant and engaged, and our RISE philosophy encourages Mahindra businesses like ours to help improve and inspire the communities in which we live and work. We're proud of this program."

Blatt spoke to MEDCA's impact on area schools, "This program is unique, because it not only inspired our students' creativity and artistry, it awarded teachers significant extra funding for future artistic endeavors in their classrooms."

The next MEDCA contest will be held in the autumn of 2018 and will similarly be held in Oakland County. Subsequent MEDCA contests will branch out to other counties across Michigan, with the initiatives' end goal being to entice additional corporate sponsors beyond MANA to support and inspire their local high school art departments and the young artists therein.

"I'm thrilled with the artist participation we had in the first ever MEDCA contest. It's inspiring for all of us at Mahindra to now be surrounded by the fine art of such talented young people," said MEDCA creator Paul Lewis.

### ***About Mahindra Rise***

Mahindra RISE is a corporate philosophy which maintains that "doing good" goes beyond mere philanthropy and CSR. Mahindra RISE challenges all company employees to better the communities in which they live and work by consciously creating and giving back opportunities they themselves once have benefitted from.

### ***About MANA***

Mahindra Automotive North America (MANA) is Mahindra's North American automotive headquarters. In addition to leading all North America activity, MANA is a comprehensive automotive design, engineering and vehicle development center. Established in 2013 and located in Troy, Michigan, MANA's team of veteran executives, engineers and designers working with affiliate Mahindra automotive teams in India, Korea and Italy, is playing a key role in growing Mahindra's global automotive business. Learn more about Mahindra Automotive North America at: [www.mahindraautomotiveNA.com](http://www.mahindraautomotiveNA.com)

### **About THE MAHINDRA GROUP**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense and two wheelers. Headquartered in India, Mahindra employs more than 200,000 people across 100 countries. Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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