

# Ashley Ford Partners with the New Bedford Guide



*New partnership between NBG and Ashley Ford*

Ashley Ford is pleased to announce their partnership with the New Bedford Guide. "I was born here in New Bedford and have always had strong ties to the community so it's a perfect fit" stated Robert Bancroft, President of Ashley Ford. "We've been investing in New Bedford and the surrounding communities for the past 50 years and we're thrilled to partner with the New Bedford Guide, an organization that works diligently to promote all the positive attributes of the city."

The New Bedford Guide has partnered with other local organizations including the Working Waterfront Festival, the New Bedford Economic Development Council, Downtown New Bedford, Inc. as well as many others and now Ashley Ford has joined the long list of sponsors.

Ashley Ford feels that it's important to give back to the community and invests thousands of dollars each year to local police, fire, youth sports teams including the New Bedford Youth Baseball League and the New Bedford Youth Soccer Assoc. Bancroft stated "we have been heavily involved in a co-op program with Greater New Bedford Vocational Technical High School for the past 20 years which allows students to gain experience in their chosen field."

They also work closely with the Mayor's office in supporting youth groups within the city of New Bedford and for the past several years has teamed up with the Mayor in sponsoring his "New Directions" program by providing free t-shirts for the youth group that cleans up the city each weekend over the summer months.

Also, each year Ashley Ford helps local high school raise funds through Ford Motor Company's "Drive 4UR School" program. In fact, Ashley Ford has raised more than \$14,000 for local schools over the past 3 years.

So be sure to look for cross-promotions from Ashley Ford and the New Bedford Guide who will be working closely to continue to promote New Bedford and the wonderful city we live and work in!