



Photo by: Stanley Brick

Max Paul, Lucy Kerman, special-projects coordinator for the office of the president of the University of Pennsylvania, and Cheryl Hazzard anticipate the renovation of the Lea Elementary library.

Dealership goes out of its way to land on this principal's list.

Toyota President's Award winner invests in neighborhood public education.

Philadelphia, Pa. — Most people like to avoid calls from the school principal. But if Max Paul, owner of Central City Toyota, doesn't hear from the principal of the elementary school in his neighborhood, he'll pick up the phone to ask why.

"Max is one of our biggest supporters," explains Cheryl Hazzard, principal of H.C. Lea Elementary School, near Max's dealership in west Philadelphia. "If he doesn't get a wish list from us, he'll call and find out something he can do to help."

Over the years, Max and Central City Toyota have provided students with tickets and transportation to the city zoo and area cultural events.

Max and his dealership also provide refreshments for parent meetings and programs, and underwrote the cost of the school's Thanksgiving dinner.

But Max's interest in Lea Elementary extends beyond the extras and goes right to the heart of education — books. He provides prizes for the school's Read-a-Thon competition, and has recently joined forces with Toyota and the University of Pennsylvania to revamp the school's library.

"Children definitely learn by example," says Cheryl. "In that regard, Max Paul is one of our best teachers."

West

Central City Toyota has received the Toyota President's Award for the eighth year. The award is given for excellence in all aspects of dealership operations.

 **TOYOTA**