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LOCAL HIGH SCHOOL STUDENTS & DELRAY BUSINESS OWNER/DEVELOPER LEAD 'CARS FOR A CURE' CHARITY EVENT TO BENEFIT MUSCULAR DYSTROPHY ASSOCIATION

DELRAY BEACH, Fla. (December 18, 2009) – On December 5th, from 10am-3pm, The Cooper City High School chapter of The Distributive Education Clubs of America (DECA), a club for business and marketing-minded students, teamed up with local gelato/espresso shop CREAM, to host *Cars for a Cure* benefitting the [Muscular Dystrophy Association](#) (MDA).

The South Florida Car Show charity event is part of DECA's "Business Situation" competition, under the category of Community Service Projects. Led by DECA executive board members/students, Brandon Perdeck and Mark Margulies, ages 16, the self-named "Learn and Earn" community charity project utilized their business skills, while simultaneously earning funds for a great cause.

The event's theme was "Cars and Coffee," where the DECA students solicited local community advocates and business owners to dedicate their time and exotic cars at the event, located at CREAM's shopping plaza on Linton Blvd, east of Interstate 95.

Approximately 40 impressive automobiles revved up their engines to appear at CREAM this past Saturday. Ferrari's, Porsche's, BMW's were among the roster. A few of the Ferrari's included a very rare Scuderia Spider, and a 360 Spider with heavy modifications and a beautiful 430. Also displayed at the show were Porsche GT-3's for all to admire.

"We didn't charge admission, however our goal was to generate awareness and philanthropy toward the charity and we accomplished that," said Perdeck, who is a junior (11th grade) at Cooper City High School. "Our hope was to lure a large crowd of car enthusiasts and coffee lovers, and the turnout was commendable.

Sponsors and participants who didn't have a chance to come out due to the unpredictable weather, promised to donate directly to the MDA online. The event allowed people to mingle, and all proceeds earned at CREAM that day were donated directly to the non-profit health agency."

"Any time I have an opportunity to contribute my time for a good cause, I do." said Robert Mathias, co-principal of event sponsor [New Century Companies](#), a real estate development and construction company. "I have been very blessed in many ways and like to give back as much as possible. I think that most people seem to forget how lucky we really are in all facets of life. We take our own lives for granted and do not take time to really understand how difficult it is for some that are not as fortunate as we are."

CREAM is no stranger to other charitable outreach programs, especially around the holidays. The gelato and espresso shop is involved with the Palm Beach County Chapter of the [Pajama Program](#), a non-profit organization that delivers warm sleepwear and nurturing books to children in need. All generous contributors that donate a new pair of pajamas or a new book at CREAM will receive a complimentary cup of coffee. The items can be targeted to both boys and girls, from infants to adolescents up to age 18.

CREAM and New Century Companies are also heavily and proudly involved with renowned charity [Toys for Tots](#). With both companies as participating sponsors, the [Toys for Tots Exotic Car Toy Rally](#) will commence this Saturday, Dec. 12th at 8:30am at Parkland Golf & Country Club.

To no surprise, co-owner Dennis Kaplan a.k.a. "The Gelato Man," has a passion for cars, along with the rest of "TEAM CREAM" including J.P. DiMisa, Robert Mathias and David Biggs. "Every 2nd Wednesday of each month from 6-9pm, patrons can enjoy a 15% discount off their purchase when they bring in the keys belonging to their favorite sports/unique car into CREAM," says Kaplan.

ABOUT Cream

Owned by New Century Companies developer J.P. DiMisa, [CREAM](#) is a luscious spot offering a rainbow of rich gelatos and refreshing sorbettoes to be savored in cups, waffle cones, or in creamy shakes and smoothies. Aside from the gelatos, Cream's menu also presents an assortment of specialty drinks using imported Italian coffee. As the perfect accompaniment, sumptuous fresh-baked desserts such as molten lava cake or famous baked Alaska are also featured at Cream. Cream is located at 520 Linton Boulevard in Delray Beach. For more information, call (561) 266-2222 or visit www.CreamDelray.com.

ABOUT The Muscular Dystrophy Association

MDA is the nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education. With national headquarters in Tucson, MDA has more than 200 offices across the country, sponsors 220 hospital-affiliated clinics and supports nearly 400 research projects around the world. The Association's programs are funded almost entirely by individual private contributors. For more information, call the MDA Palm Beach County office at (561) 742-3748 or visit www.mda.org.

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