

Pyramid Pools Its Resources for March of Dimes



This past August, Bill Shepard, a Pyramid Engineer, came to work one day asking for donations for a motorcycle ride that he was participating in to benefit the March of Dimes. His co-workers were glad to contribute. But, Pyramid's owners, John Augustyn and George Bucci, and Vice President of Sales & Marketing, Manny DaSilva, took it a step further. They challenged the Sales department to exceed their normal weekly sales target during the 4-day Labor Day Holiday week by pledging to donate 5% of every dollar sold over the target to the Ride for the March of Dimes.

Sales stepped right up to the plate and exceeded the weekly target. Pyramid donated \$266.00 on behalf of Sales and individual employees donated \$153.00. In total, Pyramid donated \$429.00 to support a great cause.

About the March of Dimes

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003 launched a campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes website at marchofdimes.com.