

AUTOMOTIVE

Genesis donates to youth programming in Georgia

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The company is supporting the Atlanta Youth Tennis & Education Foundation, James T. Anderson Boys & Girls Club, the Lionheart School and the Acworth Arts Alliance. Image credit: Genesis/Ryan Miller

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is giving back to small communities in the American South.

At the grand openings of the company's dealerships in Kennesaw and Cumming, Georgia, last week, the manufacturer's nonprofit Genesis Inspiration Foundation and Genesis Gives initiative donated a total of \$40,000 to support four local youth sports and art programs. The endowments serve as the automaker's latest actions in a series of contributions to the United States's educational system and extracurricular activities.

"Genesis is committed to not only developing world-class vehicles, but also empowering the communities we serve," said Claudia Marquez, chief operating officer at [Genesis Motor North America](#), in a statement.

"We are pleased to expand our retail presence in Georgia, while continuing to invest in youth sports and arts education alongside partners like Krause Auto Group to build a brighter future for the next generation."

Investing in the future

Krause Auto Group, the operator of Genesis of Cumming and Genesis of Kennesaw, donated an additional \$20,000 to the Atlanta Youth Tennis & Education Foundation, James T. Anderson Boys & Girls Club, the Lionheart School and the Acworth Arts Alliance.

Through their contributions, the nonprofits will be able to give out community grants and art supplies while also funding educational programming and local events.



The duo invested a total of \$60,000 in Georgian youth programs. Image credit: Genesis/Ryan Miller

"We are honored to contribute to these remarkable organizations that are making a tangible difference in the lives of so many," said Zack Krause, chief operating officer of Krause Auto Group and board member of Genesis Inspiration Foundation, in a statement.

"Our goal is to be not only a business in this community, but a partner in fostering growth, opportunity, and a better quality of life for everyone," Mr. Krause said. "These donations are part of an ongoing effort to support local organizations that align with our values and commitment to community service.

"We look forward to continuing our partnership with these and other organizations as we work together to create a brighter future for all."

Earlier this year, the Genesis Inspiration Foundation pledged to donate \$3 million to support art education throughout the U.S. ([see story](#)).