

Welcome to the start of your summer adventures.

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Dear First Name,

Summer is just around the corner, which means it's time to get ready for new adventures. Sunny skies, windows down and the expanse of the open road ahead: the conditions for a weekend getaway couldn't be more perfect. New memories are waiting to be made, so hop in your Ford and begin the exhilarating journey ahead of you.

Yours,  
Chase Craven  
Dealer/EVP

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## Memphis Adventures



With summer on the way, it's a great time for a road trip to Memphis, Tennessee — the home of rockabilly music, historic landmarks and some of the tastiest barbecue in the country. Beale Street, a vibrant strip of downtown, is filled with venues to listen to live music and watch interesting street performances. Memphis has been a prominent music city for many years, which you can explore by visiting the Stax Museum of American Soul Music, Sun Studio, or Graceland — the mansion once owned by Elvis Presley. Mud Island River Park is a perfect spot to spend an afternoon and offers many exciting attractions such as its Riverwalk: a model depiction of the Lower Mississippi River Valley. With the Fourth of July coming up, book a riverboat cruise through the Mississippi River for a beautiful ride beneath the fireworks.

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## Father's Day Becomes A Holiday



Many of us associate the month of June with Father's Day, but this hasn't always been so. Cultures have celebrated the role fathers play throughout history, but our modern American celebrations date back to 1909 in the city of Spokane, Washington, when a woman by the name of Sonora Smart Dodd brought forth the idea of a day to honor fathers (the first official Mother's Day celebration took place a year earlier in 1908). This idea occurred to Dodd while she was attending a Mother's Day sermon and was motivated by her admiration of her father, who raised her and her siblings as a single

parent. Although it took decades — and some pushback from the public — Father's Day was increasingly embraced by American presidents and communities across the country until it was officially established as a holiday by President Richard Nixon in 1972.

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“Live the life  
you’ve dreamed.”  
– Henry David Thoreau

## **The Benefits Of Regular Vehicle Maintenance**





If your vehicle appears to be running fine, it may seem as if a routine service checkup isn't necessary — but that may not be true. A simple service appointment, such as an inspection, can reveal less-obvious issues that aren't easy to identify by the naked eye, and save you money and hassle by catching the problem early on. If maintenance is neglected, your vehicle could eventually undergo damage or break down. When your vehicle is serviced on a routine basis, it can run at its best and potentially last longer. The frequency that your vehicle should receive routine service varies depending on the model, when it was made and its maintenance schedule (if it has one), so make sure to check your vehicle's owner's manual or visit a Ford Service Technician for more information.

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**Family Ford**





## We look forward to seeing you!

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