

Ferrari



Ferrari Roma auctioned to benefit Save the Children

Ferrari supports U.S. education programs

Maranello, November 20, 2020 – The Prancing Horse has raised \$750,000 for Save the Children’s education programs in the United States, including the winning bid for the Ferrari Roma grand tourer recently auctioned online. This meaningful result was announced yesterday evening during the Save the Children virtual gala – entitled “Kid Strong Together” – and is the culmination of the philanthropic initiative joined by Maroon 5’s front-man Adam Levine and his wife, the model Behati Prinsloo, who generously lent their star-power to help illuminate this important and timely cause.

Ferrari chose Save the Children for their work across America offering free learning resources and support for parents and caregivers. With significant uncertainty around child care and school openings, wide-scale learning loss could be among the biggest impacts of the COVID-19 pandemic on children, also across the United States. Since March, Save the Children has reached more than 700,000 children and their families in 200 rural communities.

“Behati and I are honored to have this opportunity to support Save the Children, and to have contributed awareness to help drive this winning result with Ferrari,” says Adam Levine. “Providing kids with the education they deserve is the path to personal growth and opportunity, and advancing that cause is meaningful to us both,” Adam concludes.

The new Ferrari Roma places emotional connection first, both through its exhilarating performance and timeless design, making it a fitting focal point for this charitable initiative. The Roma embodies “La Nuova Dolce Vita”, taking its design inspiration from the concept of sporty elegance celebrated in the most legendary grand touring Ferraris of the 1960s. Timeless and refined, from a technical point of view the Ferrari Roma introduces a series of unparalleled features that put it at the top of its segment in terms of performance and driving enjoyment.

More about the Ferrari Roma

The [Ferrari Roma](#) is powered by Ferrari’s acclaimed V8 Turbo, making the Roma both the most powerful and fun to drive mid-front-engined V8 2+ in Ferrari history. The concept is underpinned by everyday driveability and superb on-board comfort, as well as distinctive flair and style.

More about Save the Children

[Save the Children](#) believes every child deserves a future. Since its founding more than 100 years ago, the nonprofit has changed the lives of more than 1 billion children. In the United States and around the world, children are given a healthy start in life, the opportunity to learn and protection from harm. They do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.



How Save the Children is helping U.S. kids continue to learn during COVID-19

Save the Children has been providing books, educational materials, supplemental learning supplies, educational games and more [to keep children learning](#). This summer, Save the Children transitioned its award-winning SummerBoost Camp to an all virtual offering – serving more kids than in years past. Save the Children is publishing free learning resources and materials to help parents and caregivers, including monthly activities and tips on how to help children learn at home, and will continue to provide needed resources to meet the challenges ahead.

For more information and to donate to Save the Children, please visit: <http://www.savethechildren.org/FerrariXSavetheChildren>

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