

Making a Difference in Your Community

GAULT TOYOTA CONTINUES ITS MISSION OF HELPING GIVE TRACI'S HOPE TO OTHERS.

GAULT TOYOTA
has received the Toyota President's Award
for the 10th year. The award is given for excellence
in all aspects of dealership operations.

When Traci Gibson of Apalachin, N.Y., was diagnosed with breast cancer eight years ago, members of the community stepped in to help with medical bills and other expenses. Inspired by the outpouring of assistance, she founded a charity called Traci's Hope, aimed at raising money for other breast cancer patients.

Gibson died in 2006 at the age of 38. But her nonprofit fund endures, with support from all over the area. Gault Toyota in nearby Endicott has been connected with Traci's Hope since its inception.

"Traci was such an inspiration," says Connie Gault, General Manager of Gault Toyota. "Even while she was fighting breast cancer, she put so much energy into helping other people and touched so many lives."

From the beginning, the dealership has made a donation to Traci's Hope for every test-drive taken by a potential customer. Gault also oversees advertising for the charity, and dealership employees compile gift baskets for an annual fund-raiser. Last year's event, held just days after Gibson's death, raised \$50,000.

"Traci knew she didn't have long to live, so she said she wanted to have a big party to help people," says Mary Shiner, Traci's mother. "Connie helped us every step of the way. She has been phenomenal. That's the kind of support that pulled this out of Traci's heart—knowing that people can be so good to help when you're down."



Connie Gault (front), General Manager of Gault Toyota, joins the community and members of Traci Gibson's family, including (back, left) husband Brian, parents Mary and Gordon Shiner, and sons Jesse, Nathan and Shane (with portrait of his mother), in supporting the mission of Traci's Hope.

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