



Hella Lights Around-the-World Tour in Atlanta

Hella Inc. is sponsoring an educational tour of Atlanta area community events, schools and computer camps with a specially equipped Land Rover Discovery to promote awareness for Parkinson's disease and research.

PEACHTREE CITY, GA ([PRWEB](#)) July 8, 2004 -- Hella Inc. is sponsoring an educational tour of Atlanta area community events, schools and computer camps with a specially equipped Land Rover Discovery to promote awareness for Parkinson's disease and research.

The vehicle is similar to four pre-owned Land Rovers taking part in a nine-month, 32,000-mile drive-a-thon through 34 countries to raise awareness for Parkinson's disease and funding for the Parkinson's Institute, a world-class treatment and research center in Sunnyvale, Calif.

Hella, a sponsor of the international tour, has equipped the Land Rovers with high-performance Hella auxiliary lights and work lamps. The LONGITUDE Expedition has traveled through Central America, South America and Australia and will complete a northbound leg through Asia and Siberia before returning to San Francisco, by way of Alaska, later this year.

Interactive online educational resources, including lesson plans for teachers and further information about the global Land Rover expedition, are available on the Internet at www.drivearoundtheworld.com.

Yvonne Pratt, marketing coordinator for Hella Inc., said LONGITUDE's educational program offers free geography, natural history and social sciences curricula for use in schools worldwide. Students are provided with links that offer opportunities to interact with adventurers from around the world. The LONGITUDE Expedition has set a goal to achieve 10,000 questions to the web site worldwide; expedition participants answer the questions each day.

"Recently I visited schools in and around Detroit, my hometown," said Pratt. "The students were very curious about the geography, cultures and traditions of other nations. I know they will continue to visit the web site throughout the summer to check the progress of the tour and ask questions of the people traveling around the world."

The global tour is being undertaken by a not-for-profit exploration group -- Drive Around the World. In addition to raising funds for Parkinson's disease research, the expedition promotes interest in the study of geography and scientific research projects among school children.

One of the specially equipped Land Rover Discoveries will be auctioned off at the end of the world tour. Each \$10 ticket benefits Parkinson's disease research. Donations are being accepted at www.drivearoundtheworld.com.

The Atlanta area educational tour will continue through the month of July. To schedule a visit, contact Yvonne Pratt at Hella Inc. by phone at (770) 631-7557 or by e-mail at yvonne.pratt@hinc.hella.com.

With its North American headquarters in suburban Atlanta, Ga., Hella Inc. is the aftermarket sales unit of Hella North America -- a leading supplier to the world's automotive, truck, marine, agricultural and construction



original equipment manufacturers.

Lighting, electronics, complete vehicle modules, air conditioning systems, vehicle wiring systems and signal processing for the automobile industry, as well as automotive aftermarket components, are the core fields of competency for automotive supplier Hella KGaA Hueck & Co.

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