



FOR IMMEDIATE RELEASE

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HushMat Supports Iowa Couple's Midwest Pride in Your Ride Cancer Fund

Olathe, Kansas November 1, 2013 HushMat® – HushMat sponsors Eldon & Barb Jaeger's 2000 Peterbilt 379 and fund raising for Cancer Society in daughter Brenda's name.

HushMat, the market leader in automotive sound deadening & thermal insulation materials sponsored the fabulous 2000 Peterbilt 379 Truck customized with too many products to list here. Eldon & Barb Jaeger have driven around the country since early 2013 promoting this truck raising funds in support of finding cure for all cancer. Eldon & Barb's daughter Brenda battled cancer over 14 years before losing her battle at the age of 32. Eldon & Barb have donated this fully customized 2000 Peterbilt. They are a tremendous inspiration to all.



"We are pleased to support Eldon & Barb's cause for Cancer fund promotion here at SEMA 2013", stated Tim McCarthy, Founder of HushMat. "The commitment of time, talent and money that so many have put behind this truck, and the 11 month USA tour, is truly inspiring – it is a great testimonial to their daughter Brenda and her valiant 14 year fight against cancer", McCarthy added. "Stop by in the exhibit lot in front of the Las Vegas Convention Center and witness this fabulous truck. This truck will be raffled off in culmination of this fund raising effort in March of 2014.

HushMat continues to lead through technology and development of new materials and products for the worldwide automotive industry.

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HushMat®, rated #1 automotive sound deadening and thermal insulation material, is the easiest to install and highest performing material available to automotive enthusiasts. HushMat® Ultra, a thermal insulating and sound deadening material, is easily applied to the sheet metal, plastic or fiberglass surface surrounding the interior of the vehicle reduces interior noise and heat making the vehicle ride more comfortable. HushMat® is the only aftermarket sound deadening and thermal insulation material made in the USA!

For more information about HushMat® SEMA Hot Rod Alley Booth # 22888, please click on www.hushmat.com or http://midwestprideinyourride.org/?page_id=416