



For Immediate Release

## **AlphaUSA Innovation Leads Effort to Restore America's Flagship**

***National Campaign to Save the SS United States Has Strong Ties to Detroit***

**Livonia, Mich., July 12, 2012 –**

AlphaUSA is proud to announce their support and involvement in **savetheunitedstates.org**, the campaign to restore the historic ocean liner SS United States.

AlphaUSA's president, Chuck Dardas, learned of the effort to save the ship from a Philadelphia-based customer with ties to the SS United States Conservancy, the nonprofit which took ownership of the ship in 2011 when a Philadelphia philanthropist provided funding to rescue the ship from being sold for scrap.

With a long history in Detroit industry, AlphaUSA developed an affinity for the ship and its representation of technical innovation and excellence in engineering and manufacturing. The famed naval architect William Francis Gibbs designed the superliner. Constructed entirely in the United States she served a dual-purpose. In peaceful times she would be the world's finest passenger liner, but if called upon, she could be converted to a troop carrier in two-days time, transporting 10,000 troops anywhere in the world. The ship that bears the name of the nation became a cause of the veteran-owned AlphaUSA.

Inspired by Detroit's growing can-do spirit and its innovative grassroots leaders, AlphaUSA proposed a unique online crowdfunding approach allowing donors to sponsor and save particular pieces of the SS United States' exterior through an interactive web site that allows visitors to explore the ship, and learn about her history while participating in her restoration. The idea was embraced by the Conservancy and AlphaUSA was enlisted to bring the project to fruition. With tools designed for a social media progression, donors will be able to share their support of the SS United States and have the ability to enhance their experience with stories and media.

"Because the ship has faded from everyday awareness, with multiple generations having never heard of her, we knew the Conservancy needed an attention-getting platform to recapture the public's enthusiasm," stated David Lawrence, AlphaUSA's Chief Administrative Officer who serves on the Conservancy's Advisory Council as project leader for **savetheunitedstates.org**. "The site is a repository of knowledge for people to learn about the ship, and with prices for a piece of the ship starting as low as \$1, the cause to restore our country's flagship will be accessible to supporters of all ages and ability."

Having adopted the *Save The United States* cause, AlphaUSA has worked alongside the Conservancy, leading the effort to create **savetheunitedstates.org**. For the last year, company volunteers have overseen the creative team developing the website content and grassroots outreach.

"The SS United States Conservancy's partnership with AlphaUSA is helping bring the plight and potential of the nation's flagship to millions of people across the nation and around the world," said Susan Gibbs, executive director of SS United States Conservancy and granddaughter of William Francis Gibbs, the vessel's designer. "This campaign offers us an unprecedented opportunity to save a monument that epitomizes what "Made in America" is all about."

AlphaUSA's unique twist on crowd based funding efforts was an outgrowth of what it saw happening in its local community. Idea sharing events like TEDxDetroit made it clear the city was a wellspring of creativity. The 2010 TEDxDetroit conference in particular introduced community funding concepts that directly influenced the project's direction, including concepts for buying square inches of the city from *Loveland Micro Real Estate* and sponsoring single frames of proposed film projects from *Lemonade Detroit*. AlphaUSA saw an opportunity to incorporate these concepts into an educational social media experience that became **savetheunitedstates.org**.



AlphaUSA encourages its community to take part in [savetheunitedstates.org](http://savetheunitedstates.org). As much of this community contributed to this country's technological achievements and industrial history, the company believes the effort to preserve America's finest maritime achievement is a worthy cause for all Detroiters.

The SS United States, the greatest ocean liner ever built, was a manufacturing and engineering marvel, breaking records and transporting everything from notable Detroit personalities Henry Ford II and Harlow Curtice, to Leonardo da Vinci's famed Mona Lisa. Once air travel became the country's preferred means of transportation, the ship was taken out of service. The SS United States now sits in Philadelphia, awaiting restoration.

The SS United States Conservancy will officially announce the "Save the United States" campaign on July 11 and their efforts have already been covered in publications such as:

*The Wall Street Journal,*  
*USA Today,* and  
*CBS Sunday morning*

With the SS United States' place in history and its ability to touch millions of Americans through its story, AlphaUSA and the SS United States Conservancy anticipate heavy media coverage of the ship's 60th launch anniversary in July.

### **About the SS United States Conservancy**

A national nonprofit organization and owner of the greatest American ocean liner ever built, the SS United States Conservancy leads the global effort to save and repurpose the SS United States. The Conservancy raises public awareness and financial resources for the maintenance, restoration and ultimate reuse of this iconic vessel and works to ensure that the fastest ocean liner ever to cross the Atlantic remains an inspiration for generations to come. For more information about the SS United States visit [www.ssusc.org](http://www.ssusc.org).

Those interested in supporting the campaign can log onto [www.SavetheUnitedStates.org](http://www.SavetheUnitedStates.org) or can connect with the effort on Facebook at [facebook.com/SSUSC](https://facebook.com/SSUSC) or on Twitter [@SavetheSSUS](https://twitter.com/SavetheSSUS).

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### **About AlphaUSA**

AlphaUSA is a product development and design based manufacturer located in Livonia, Michigan. Founded in 1957 by WWII veteran George Strumbos, the company specializes in creating metal fabrications and assemblies including machined components, specialty fasteners, and low to high volume stamped products. AlphaUSA has received numerous quality awards and is a leader in its community having been named 2010 Large Business of the Year by Wayne County and the City of Livonia Chamber of Commerce.

For more information please see:  
[www.alphausa.com](http://www.alphausa.com)  
[nextgenalpha.wordpress.com](http://nextgenalpha.wordpress.com)

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