

Press Release



FOR IMMEDIATE RELEASE

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Alliance Auto Auctions Partner with Poiema Foundation to Aid Victims of Human Trafficking

Dallas, TX – Alliance Auto Auctions has partnered with the Poiema Foundation to help raise money for victims of human trafficking. The Poiema Foundation is a local nonprofit that rescues sex trafficking victims, helps them with their healing and restoration journey, and educates the public to raise awareness to help prevent sexual abuse, sex trafficking, and other methods of sexual exploitation.

For every vehicle the auction group sells in 2018, it will donate a portion of the proceeds to the foundation. “The goal is to raise \$50,000 this year,” said CEO Tim Adams. “In the first quarter, we were able to donate \$15,000. On June 20th, we held a charity auction at our Dallas location and raised over \$11,000, bringing the total to \$26,000. We are very excited to see what our 2nd quarter donations come in at.”

Alliance Auto Auction Group believes in giving back and selects a charity to support every year. Christopher Dean, COO, and Tim Adams, CEO set out to find a local charity, one that had an impact on abused and exploited children. After attending a benefit dinner, and hearing about the Poiema Foundation, they knew they had found the charity to support.

Christopher Dean, COO for Alliance commented, “I am inspired by the generosity of our dealer partners who want to help and support this local organization. This is an epidemic that is very real right here in Texas, and the support that we have received from our dealers including donated items for our charity auction, has been incredible.”

Founded in Texas in 2011, the Alliance mission was to establish personal and trusted relationships with all customers. Alliance is a rapidly growing family of auctions providing vehicle remarketing services to wholesale dealers and for commercial consignors. Their reputation for “Customer Service to the Extreme” is igniting the company’s expansion into new markets – Abilene, Dallas, Longview, and Waco. For more information, please visit their website, www.allianceautoauction.com.

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