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ADESA Winnipeg Named NAAA Auto Auction of the Year *Canadian auction brought together 25,000 people to raise \$5.2 million for local charities*



SCOTTSDALE, AZ—ADESA Winnipeg Auto Auction has been named the National Auto Auction Association’s 2018 “Auto Auction of the Year for Excellence in Community Service.” The Manitoba, Canada, business received the top honor for its involvement in more than 55 charitable activities bringing together 25,000 people to raise \$5.2 million in donations.

Presented during the association’s 70th annual convention this month at the Kierland Resort in Scottsdale, Arizona, the award includes a \$20,000 check payable to a charity of the auction’s choice and a large crystal loving cup. Also the auction will be featured on the cover of “On The Block” magazine and in the NAAA 2019 Membership Directory.

ADESA Winnipeg had previously won a \$5,000 check for charity as one of four regional finalists chosen earlier to receive the 2018 NAAA Chapter Auction of the Year Award, which

recognizes outstanding public service of the Eastern, Midwest, Southern, and Western chapters. The auction has been a finalist each year since NAAA established the annual awards in 2016.

The other three chapter auction finalists competing for the title were Midwest's ADESA Indianapolis, Southern's Manheim Darlington and Western's Kansas City Independent Auto Auction. Each received a trophy at the convention and had been awarded \$5,000 payable to a charity of the auction's choice along with being featured in NAAA publications.

"It's evident community service ranks highly in ADESA Winnipeg's core values as this is its third consecutive year to be selected for this honor," said Eastern Chapter President Steven DeLuca. "Congratulations to their team and community. Their passion to give back to those in need is inspirational."

Determined to leave an even bigger philanthropic footprint on their community than last year, the auction staff embarked on a non-stop succession of fundraising events and volunteer activities, from celebrity races and golf tournaments to fashion shows galas and live auctions.

A live auction ADESA Winnipeg hosted for 1,000 people collected \$625,000 for The Dream Factory, a local organization dedicated to fulfilling the dreams of children with life-threatening illnesses. And when the auction learned of a 29-year-old single mother of two faced with terminal cancer, the staff raised more than \$10,000 in one week and eventually \$32,413 to help provide for her children's future.

Some of the many other causes the auction supports include Variety: The Children's Charity, CancerCare Manitoba, the Health Sciences Centre Foundation, and the Alzheimer's Society.

To assist the auction team's passion for public service, ADESA Winnipeg provides each employee with eight hours paid leave annually so they can give back to causes they are personally connected with — which amounts to almost 2,000 volunteer hours each year.

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